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Ben & Jerry's Homemade Holdings, Inc.
30 Community Drive
South Burlington, VT 05403-6828
ATTN: New Flavor Suggestions

Dear Ben or Jerry:

I really like your ice cream very much and I like to eat about a pint or so per day in the summer time. In the winter, I only eat about a pint every three to four days because it is colder then and I don't like to eat as much cold food when it is cold outside. My favorite flavor is probably chocolate chip cookie doughnuts.

But as I was eating your ice cream a few days ago, I had a really inspirational thought for a new flavor of ice cream that ONLY YOU guys could market. The name of the new flavor would be "Stillers Chillers". And here is the idea behind the concept:

Your company is Ben and Jerry. The only father and son comedic actors I know with those same first names are, of course, Ben Stiller and his dad Jerry Stiller. (I think they had an uncle or distant cousin named Phil Stiller who was a comedic cross dresser and did a lot of work with Milton Berle, but that was before my time. I have seen Phil Stiller on old re-runs of Hollywood Squares and I think that he/she was very funny.) So, you could play off of the names of Ben Stiller and Jerry Stiller being the same as yours and create the new flavor Stillers Chillers (since there are two Stillers, it would be a plural word, and the Chillers part is just a play on it being ice cream which is usually served chilled). Let's just see Häagen Dazs try to rip off that flavor! Everyone would know it was a fake because there is no Häagen Stiller or Dazs Stiller that I know of anywhere! And if there are I am almost certain that they would not be related, and even if they were related, the odds are astronomical against them being a father and son comedic actor duo.

But it gets even better. You see, being from Vermont, you guys might not know the dialects in this area of the country, but I grew up outside of Pittsburgh and my favorite football team has always been the Steelers. But if you live in Pittsburgh, the team name is pronounced... get ready for this... ... the STILLERS! Is that not absolutely perfect? You could corner an entire market of ice cream eating public in Western Pennsylvania and Eastern Ohio with this one flavor!

I know that your Cherry Garcia flavor was geared toward Dead-Heads and the Haight/Ashbury crowd in San Francisco. The Stillers Chillers could be directed at an even larger demographic.

First, toward all the fans of Ben Stiller (of whom my girlfriend is a huge fan) and Jerry Stiller. Second toward all the fans of the Pittsburgh <Stillers> Steelers (again of whom my girlfriend is a very huge fan). You would certainly have her sold in no time! Right now, her favorite flavor of ice cream is chocolate chip (not chocolate chip cookie doughnuts, but just plain chocolate chip). But HOW a Ben Stiller and Pittsburgh Steeler fan could not immediately switch over to Stillers Chillers is beyond me. IT'S A LOCK!

In keeping with the Steelers portion of the marketing, you could design the cup label in black and gold lettering and maybe even increase the iron content in the ice cream to reflect the Steeler connection. I also think that the flavor recipe should include a yellowish ice cream base with maybe banana or lemon taste and then you could have dark (almost black) chocolate to reflect as close as possible to the "Stiller" black and gold. (This would make it a modified chocolate chip flavor that my girlfriend would certainly love).

Have you guys ever heard of Myron Cope? He's a sports caster in Pittsburgh and is the color commentary radio broadcaster for the Pittsburgh Steelers. He has an amazing radio voice and does many fine endorsements for various products in the Pittsburgh area. He is a very popular figure there and his endorsement is always a wonderful marketing boon for any product in Western PA, Eastern Ohio, and the northern panhandle of WV. I bet we could get Myron to put in a good word for this flavor if it had some connection to the Pittsburgh Steelers and that would triple our sales in that region!

When you're freezing in the stands of Heinz Field, or fixing to tailgate in the parking lot, why not cool off with a pint of Stillers Chillers! A brand new flavor from Ben and Jerry (the ice cream guys, not the father and son comedic acting duo). It's a terrific taste and a double yoy! This is how Myron's radio plug would go. Myron's catch phrase in announcing football when a great play happens is to say "Double Yoy!" This could be another inside joke/play on words because Ben and Jerry Stiller are jewish, so they could be a double yoy!.

Hopefully Jerry Stiller won't throw any wrenches into this plan. I sometimes don't trust him.

Sincerely,

Rusty Lucas

Rusty Lucas

p.s. I really like your ice cream and I wondered if you had any baseball caps with the likenesses of Ben or Jerry on them. I am talking about the ice cream Ben and Jerry, not the Stillers Ben or Jerry, although that would be nice also. If so, I would really like to have one of your baseball caps but only if it was free. My daily pint of ice cream is all that I am able to budget of my personal income to your coffers.