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Good Humor-Breyers Ice Cream
909 Packerland Drive
Green Bay, WI 54303

Dear Ice Cream Screamers,

Do you guys remember that old saying: "I scream, you scream, we all scream for ice cream!"? I bet Brett Favre screams for ice cream. Does he eat your ice cream? Well, friends, I was screaming for ice cream a few weeks ago. Not just any ice cream, but Breyers chocolate chip cookie dough ice cream. My wife bought a container just for me (and our daughter), but **I** got the very first bowl full. After eating that bowl of ice cream, I was screaming for other reasons, let me tell you!

My daughter did the honor of scooping my ice cream and then she also made up a bowl for herself. My wife does not like cookie dough in her ice cream. She also dislikes cat hair, belly button lint, and cigarette ashes in her ice cream. She only eats chocolate chip ice cream. Not MINT chocolate chip, just plain chocolate chip ice cream. If you ask me, that is either boring or lame or both, but I am not here to pass judgment on boring ice cream eaters. On the flip side, she also makes milk shakes with chocolate chip ice cream instead of boring vanilla. So you can see that she is consistent, yet adventurous in putting those chocolate chips into the blender!

So I got my dish of five scoops of Breyers chocolate chip cookie dough ice cream from my daughter. I kid you not when I say that out of five full scoops (which calculates to roughly 25-35 spoonfuls), I only had one tiny acorn sized glob of cookie dough! (I say tiny acorn, because it wasn't as large as a regular acorn, but it was larger than a peanut, which is why I didn't say peanut sized). Can you believe that five full scoops of your chocolate chip cookie dough ice cream would only yield one tiny acorn of cookie dough? I was absolutely aghast!

At first, I thought maybe my daughter purposely limited my cookie dough and simply played a joke on me. But when I brought it up, she proclaimed that she had no cookie dough in her bowl either. I verified that she got the ice cream out of the right container. There was no chance that she accidentally scooped from the regular boring old Breyers chocolate chip ice cream container that was only for my wife. I did my own ICSI investigation in the kitchen and verified that the chocolate chip cookie dough ice cream container was half empty, while the regular boring old chocolate chip ice cream was only partly scooped across the top layer. In the process of my investigation, I obviously ruled out the next likely explanation -- that she really gave me a bowl of regular boring old chocolate chip ice cream and simply dropped in a pellet of cookie dough into it.

No, my friends, this was Breyers chocolate chip cookie dough ice cream, absent the second main ingredient. See someone once told me that if you look at the list of ingredients on a food item, whatever comes first is the single ingredient contained in the highest proportion. Rather than looking at the ingredients, I just look at the plain name of your product and see that it should have 1st) chocolate chips, 2nd) cookie dough, 3rd) ice cream.

But that got me to thinking. Is it supposed to be chocolate chip ice cream with regular boring old cookie dough in it? Or is it regular boring old ice cream with chocolate chip cookie dough in it? It is hard to tell because you do not have any commas or hyphens in the flavor listing. I think you should clarify the flavor name.

Mind you, in either case, there was little to no regular boring old cookie dough OR chocolate chip cookie dough in this particular batch of chocolate chip cookie dough ice cream. In fact, in all of the bowls that I had out of that particular container of ice cream (approximately 2.467 bowls, not counting the first bowl), I did not eat one single identifiable bite of either regular boring old cookie dough or chocolate chip cookie dough. Instead I had to go to the store and buy some ready made frozen cookie dough to cut into little pieces and mix in with my ice cream. I chose to buy chocolate chip cookie dough at that point as opposed to the regular boring old cookie dough.

I do not want my money back, mainly because my wife paid for the ice cream herself and I don't want to cheapen her thoughtful gift to me by personally profiting from it. If you gave me my money back, then it would really cheapen her gift by making it FREE. I also do not want any coupons for free ice cream or discounted ice cream because my personal belief is that is just legalized bribery. Instead, I would simply like a full investigation and detailed explanation of why my container of chocolate chip cookie dough ice cream was devoid of any cookie dough of any type (except for one tiny acorn sized glob) and an explanation of what type of ice cream and cookie dough are supposedly used as ingredients in this flavor. I also would like your firm pledge to me that this will never happen EVER AGAIN.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. As I said, I do not believe in bribery. If you were to give me product coupons to directly entice me to buy more of your products, that would be bribery in my book. But I have no problem with free gifts (from you, not from my wife) that would not be directly associated with or used in any future store transactions involving Breyers Ice Cream and/or its affiliates. That way, I might independently and without bias decide at some future point to purchase Breyers ice cream knowing that I have not sacrificed my integrity. Therefore, please send me a free Breyers Ice Cream baseball cap suitable for wearing on hot summer days or chilly winter nights.