



**March to the Beat of a Different Drumstick?  
Nestlé® Drumstick® Introduces Two New Flavors!  
New Peanut Butter Drumstick Cones and Mint Drumstick Cones**

OAKLAND, Calif., Oct. 10 /PRNewswire/ -- There's nothing more nostalgic than biting into an original Nestlé® Drumstick® sundae cone -- the unforgettable taste of creamy Vanilla ice cream, rich chocolate coating, and roasted peanuts all in one mouthful. But, for those who march to the beat of a different Drumstick, Nestlé has introduced two new Drumstick ice cream cone flavors -- Mint and Peanut Butter Fudge.

Does the choice of a Mint or Peanut Butter Fudge cone over the original Vanilla Drumstick cone tell us something? According to Dr. Alan Hirsch of the Smell & Taste Treatment and Research Foundation in Chicago, flavor choices can reveal some interesting personality traits.

Those who reach for the Mint Drumstick cone are loyal and dependable, devoted and true friends or spouses. Their generous and self-sacrificing nature makes them vulnerable and easily taken advantage of by people around them, including those with whom they are romantically involved. They are followers, rather than leaders, and would rather be in the background while letting others take credit for their hard work.

Peanut Butter Fudge Drumstick cone lovers are driven, success-oriented, natural leaders. They enjoy the triumphs and rewards of their success and are ruthless and unforgiving competitors. They surround themselves with only the best, both in material possessions and people, whether it is chefs, doctors, and even friends. Driven and aggressive in nature, they can overwhelm those with whom they are closest. Impatient, they frustrate easily when forced to be involved with the minor inconveniences of life, whether it's waiting in a supermarket checkout line, for a waiter or waitress in a restaurant, or even for the elevator doors to open.

Contrary to what one might think, those who choose Vanilla Drumstick cones are anything but bland. They are flamboyant and extroverted, thriving on attention and the adulation of others. They crave novelty in all aspects of their life -- professionally, socially and romantically. Their quest for the new and different may cause difficulty in maintaining long-term romantic relationships.

No matter which flavor one favors, all three Drumstick ice cream cone flavors are available nationally at supermarkets and convenience stores in a four-pack with a suggested retail price of \$3.99.

Dreyer's Grand Ice Cream Holdings, Inc., and its subsidiaries manufacture and distribute a full spectrum of ice cream and frozen dessert products. Brands of frozen dessert products currently manufactured or distributed by Dreyer's in the United States include Grand, Grand Light®, Slow Churned™ Light, Haagen-Dazs®, Haagen-Dazs® Light, Dibs™, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Toll House®, Carnation®, Push-Up®, Dole®, Homemade, Fruit Bars, Starbucks®, and The Skinny Cow®. The company's premium products are marketed under the Dreyer's brand name throughout the

western states and Texas, and under the Edy's name throughout the remainder of the United States. Internationally, the Dreyer's brand extends to select markets in the Far East and the Edy's brand extends to the Caribbean and South America. For more information on the company, please visit [www.dreyersinc.com](http://www.dreyersinc.com).

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