

Brigid Dwyer

PRITCHARD'S ICE CREAM 75th ANNIVERSARY

RUNTIME: [1:05]

ANNOUNCER: Family owned Pritchard's Ice Cream will be celebrating their 75th anniversary this August. To celebrate, they are unveiling two flavors each month from Grandma Pritchard's recipe box. Not only this, but customers will be given the chance to vote on what flavors will be sold throughout the anniversary year. CEO of the company, Sam Pritchard, is excited to share this news to customers. [17]

SAM PRITCHARD: SOME OF THESE FLAVORS HAVE BEEN SOLD IN THE STORE BEFORE; SOME WERE JUST FLAVORS WE HAD FOR OUR FAMILY. WE'RE OPENING THE RECIPE BOX TO CELEBRATE 75 YEARS OF FUN, FLAVORFUL ICE CREAM THAT'S ALWAYS BEEN AT THE HEART OF OUR FAMILY BUSINESS. [15]

ANNOUNCER: From July 1st to the 20th, both Pritchard's locations will be giving customers the chance to vote on new flavors that will be featured in stores during their anniversary year. Customers only have to pay five dollars to taste ten different mini scoops of flavors to vote on. But wait, there's more. Voting on flavors instantly puts customers into a raffle to win forty-eight free cones. Come on down to your nearest Pritchard's Ice Cream and you might just win a treat for your taste buds. [30].

NATURAL SOUND: ICE CREAM TRUCK. [3]