



Moobella, Inc. Installs Ice Cream Machine at New England Aquarium

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MooBella, Inc. unveiled its new Ice Creamery machine at New England Aquarium last week, just in time for school vacation. One of Boston's most popular cultural and educational destinations, the Aquarium attracts more than a million visitors to its programs and exhibits each year.

With the MooBella® Ice Creamery, consumers can choose from 96 possible combinations through a computer touch screen, and in three easy steps, make their own ice cream from a menu of two varieties, 12 flavors, and three mix-ins. The machine is designed for both ease of use by consumers and space efficiency; at less than 10 square feet the Ice Creamery is about the size of a household refrigerator. The Taunton, Mass.-based company's multi-patented design enables instantaneous aeration, freezing and blending of 100 percent all natural, real dairy ingredients, luscious flavorings including cake batter, white chocolate raspberry, and mocha and popular mix-ins like M&Ms, Cookies n' Cream and chocolate chips.

In recent months, MooBella has also introduced its Ice Creamery at more than a dozen New England-based colleges and medical centers — including University of Rhode Island, Kingston, R.I., UMass Medical Center, Worcester, Mass., Salem State College, Salem, Mass., Northeastern University, Boston, Mass., Johnson & Wales, Providence, R.I., and Lawrence and Memorial Hospital in New London, Conn. — making these institutions among the first to offer MooBella's delicious ice cream which is made-to-order by consumers, one scoop at a time, in 40 seconds.

Eric Rivers, director of food service at the Aquarium said he chose MooBella because of the wide variety of high-quality options MooBella offers in such a small space as well as the easy to use, and interactive technology. "Our café customers love that we can now offer great tasting ice cream that contains significantly less fat and calories than other super premium brands," he said in a prepared statement. "For me, the fact that the Ice

Creamery is compact, easy for consumers to use and for my staff to clean and maintain is a huge selling point. And it's fun! Kids and adults have a blast creating their own combinations, using the touch screen, and following along as graphics depict the ice cream making process in real time."