



## **KELLY'S OF CORNWALL BATS UP SUPPORT FOR CORNWALL COUNTY CRICKET**

Kelly's of Cornwall, the county's leading producer of premium Cornish ice cream, is supporting the Cornwall County Cricket Club throughout the 2010 season.



**Picture above shows the Cornwall County Cricket Club team before their first home game at Redruth on Sunday 2 May 2010. The team beat Devon by 39 runs! (Photography: Tom Skinner)**

The relationship means the county players will now take to the field wearing impressive new branded shirts and as the weather heats up, supporters at home games will be able to purchase Kelly's ice cream by visiting one of its famous ice cream vans.

Anita George, Cornwall County Cricket Club secretary says: "We are delighted to have the support of Kelly's of Cornwall. A partnership between Cornwall's leading ice cream producer and the county's leading cricket team is very fitting. The public loves nothing more than eating Cornish ice cream while watching a game. We look forward to working together."

Charlotte Hambling, senior marketing manager at R&R Ice Cream comments: "At Kelly's we are passionate about life's simple pleasures and what better example of this than eating ice cream whilst watching cricket. As part of our

ongoing commitment to the brand and our investment into the county we are thrilled to become part of the Cornwall County Cricket Club team."

This investment is part of a series of activities lined up for 2010, including a £2.5m nationwide marketing and advertising campaign to help drive awareness of the Kelly's brand. This includes national TV, national press, digital and PR.

Further to this, the investment sees the continuous launch of new packaging, new flavour development and staff recruitment at the Bodmin based factory on the back of strong sales growth. Kelly's will also be investing in new shop fascias in scooping outlets around the county for the summer of 2010. Kelly's is also proud to be a sponsor for Clean Cornwall, which aims to encourage the local community to keep tidy and litter free. Investment is also being made in to local scooping sites in Cornwall through refurbishments and point of sale materials.

**Kelly's of Cornwall**, based in Bodmin, is the leading producer of premium Cornish ice cream, available in take home, scooping and impulse customer markets. Using Cornish whole milk and clotted cream, Kelly's of Cornwall combines traditional methods with modern factory processes to give the product its distinctive taste.

The take home range, available from major supermarkets and independent retailers nationwide, includes Vanilla, Clotted Cream, Strawberries & Cream, Honeycomb Caramel Swirl, Mint Choc Chip and Café Latte. There is a wide range of scooping flavours available from traditional favorites such as Rum & Raisin to the new exciting Bubblegum!

For more information on Kelly's, visit [www.kellysofcornwall.co.uk](http://www.kellysofcornwall.co.uk).