

THE AMAZING INVENTION OF  
"SUPER-HARD-FREEZING" BRINGS

# ALL-NATURAL, FARM-FRESH ICE CREAM MIX

Right To Your Door...Ready To Enjoy In Less Than 10 Minutes  
From Your Own Cuisinart® Ice Cream Maker – which  
**I'll give you as a FREE GIFT!**

THERE'S JUST NOTHING LIKE  
THE TASTE OF REAL,  
FARM-FRESH ICE CREAM!

Please claim your  
**FREE** Ice-Cream Maker  
within 15 days





**DON'T look for Reed & Kennedy Farm Fresh Ice Cream at any of your local stores, even the "gourmet" or specialty shops. The only place to get it is direct from our family's dairy farm!**

It's not easy to find REAL food—even in the “premium” aisles at the grocer's or that extra-upscale, high priced “gourmet” or “health food” store. After all, what really makes a food “gourmet” has to do with where and how it's raised and made.

When I was a kid, my father Roy (shown on left) always talked to me about making sure whatever I did was done right. He always told me never to take shortcuts. That is why our ice cream is “REAL” gourmet food. We do not take any shortcuts. For 35 years, we've been sticking with **Dad's principles**. Many of the things we do are kind of old-fashioned. We pasteurize at a very low temperature, the lowest allowed by the FDA—because many studies show that when milk is pasteurized at high temperature, like most all commercial milk is now, many of the healthy ingredients and nutrients and taste are killed. When you entertain and serve our ice cream or enjoy it yourself, you will discover a TRUE farm-fresh taste that NO store-bought ice cream delivers. It costs us more than the “factories” to care for our cows, produce our milk, and make our ice cream, but we believe it's worth it. If you have a sophisticated palate and really love fine foods, you will too. In fact, I urge you to think of our ice cream like a fine wine or rare cognac.

Please read my personal letter that follows—then, I hope you'll let me rush to your home a collection of our unique Farm Fresh Ice Cream, an authentic gourmet treat.

*Alan*

**Your Reed & Kennedy Farm Family**





**A free Cuisinart® home ice cream maker is here, with your name on it! May I send it to you?**

Hi, I'm Alan Reed, writing to you from my family dairy farm in beautiful Idaho Falls, Idaho, where the air is clear, water pure, and every condition ideal. I want to *send* you my farm-fresh all-natural ice cream, *right to your home*. Yes, I said *send*. We can actually ship our incredible ice cream to you!...and have it taste exactly as if you were here at the little store at our farm, getting an ice cream cone—More about how, in a minute.

Let's start by agreeing that ice cream is one of the truly great simple-pleasures of life. For yourself, really, what's better than a bowl of really good ice cream and fresh berries? For dessert with your spouse, can you beat apple pie with ice cream? (Our cinnamon-bun ice cream!) When friends visit, imagine treating them to real farm fresh, gourmet ice cream—*so superior* to factory made, store bought—and showing them photos of "your" cow it came from, the farm where your cow lives...even showing them a DVD of life on the farm!



If you'll forgive me, I'm a little bit famous. I've been on The Today Show and written up in magazines because of my innovations in ice cream. Our ice cream's even been **named BEST ICE CREAM four years in a row by our #1 local magazine and the leading gourmet magazine, Saveur, wrote: "...I have found none better than at Reed's Dairy."** But I'm





right here at our dairy farm, with my 210 dairy cows, my great team, and my little ice-cream plant, **where we use milk fresh from the cows, natural cane sugar, other farm fresh ingredients...our cows are hormone-free, by the way, fed a top quality diet...and we NEVER add artificial preservatives and chemicals to our ice cream.**

**If it's been a long time since you've tasted farm-fresh ice cream without all that junk added to it, you'll be astounded at the difference!** When you serve our farm-fresh ice cream to friends who've been eating supermarket or specialty-store stuff, they'll ask you

a million questions. They may even accuse you of having a cow hidden away in your garage!

**Now, here's how you can have farm-fresh ice cream in your kitchen, as if my dairy was right next door!** As I said, I'm known for innovation in "the art and science of" ice cream. In the past, I've even made nutrition-rich ice cream from potatoes. That's what put me on The Today Show. Our farm has been featured in many magazines for folks in farming, including *Successful Farming*. Now I've invented a process for "super-hard-freezing" our made-on-the-farm ice cream as a concentrate, that is unfazed by 2 to 4 days' shipment (in our specially made protective cartons)...when you get it, you pop it in your freezer to re-freeze it. A day before you plan on enjoying some, you move it to the 'frig.

When you're ready, you just put it into a **Cuisinart® ice cream maker—which I'll give you as a FREE GIFT**—tap the ON button, and in less than 10 minutes, you've got the most delicious, the richest, the most natural-tasting ice cream of your life! You can add whatever toppings you like (without paying \$500.00 a pound at the fancy ice cream store's counter). For some tasty treats, we even send you special toppings, free! But pure, simple, "naked" vanilla, farm-fresh, will taste so great you may be reluctant to do anything extra to it at all.

**I GUARANTEE** you'll just simply love our ice cream—and be thrilled to be a Member of the Reed & Kennedy Ice Cream Lovers' Club....or I'll refund your every penny for your first shipment, and you'll pay nothing for giving this a try.

By the way, we have nearly 3,000 customers right around the dairy that we deliver our ice cream to. Our delivery trucks visit most of these homes two to four times every month! And, while our truck won't be coming to your house, FedEx will—and they'll hand you **my unique “super-hard-frozen” ice cream concentrate that will “magically” turn into dairy-fresh ice cream in your kitchen just as if you lived here.** But I don't want to stop with delivering this ultimate simple pleasure. I want you to HAVE A LOT OF FUN with my wife, Holly, and I, by sharing our Life On The Farm and Small-Town, Great American Living. To have a Story to tell anytime you share this ice cream with your friends. No, it won't be a story about some celebrity chef...who has sold his name to a factory in New Jersey. It'll be a Story unlike any other—from the Farm!



Every month, we'll bring that Farm Life to you with the exclusive Club Newsletter, a new DVD showing off things like our annual Family Day at the Farm (attended by thousands—and you're invited), Friday Night football, the 4th of July Parade, and, well, our farm, our folks, our life. You'll also have the “key” to a Members' Only section of our web site.

This is a real Club you'll love being a part of and sharing with family and friends.

**So, each month, you get a direct-from-the-dairy collection of (your choice of) 2 or 4 or 8 pints of our farm-fresh ice cream concentrate ready to turn into unbelievably delicious ice cream in your Cuisinart® ice cream maker...**one pint of vanilla, the others of our endless variety of amazing gourmet flavors and seasonal favorites, like pumpkin 'n spice at Thanksgiving, peppermint at Christmas, apple pie 'n cinnamon at first hint of autumn, farm-fresh fruit medley with blueberries and strawberries in summer. **You'll be surprised each month with something new, and you'll enjoy classic favorites. And each month, with your ice cream collection, you'll also get the new Life On The Farm DVD.** Separately, every month, you'll get the Club Newsletter, including invitation to special activities at the Club web site. From time to time, special, extra gifts. Also,

as a Club Member, you get great discounts on Gift Packages you can have us send to your loved ones or friends (or business clients) for birthdays, anniversaries, Christmas, other special occasions. Imagine the joy you can create by sending one of our Birthdays In A Box!

Oh, and let me assure you: you can cancel your Club Membership at any time with one phone call, e-mail or note, instantly, never any hassles, no hard feelings. You can also put your Club shipments “on hold” for a month anytime you need to, if you’re going to be away from home. **I promise you the same kind of “customer service” we give our local dairy customers: we treat you like I’d want my 77-year-old Mom treated.**

So, pick the Club Membership you’d like to try, on the enclosed Acceptance Form, and send it to us in the enclosed reply-envelope or, if you have access to a fax machine, you can fax it to us at 208-522-0179, or you can go online to [ReedAndKennedyIceCream.com](http://ReedAndKennedyIceCream.com) and join up there (and see videos of our farm, even of our cows being milked and your ice cream being made!)...or if you prefer, just call us at 208-524-1077. One thing about calling: we’re not a big company and we darned sure aren’t having our phones answered by a crew in India! This really is a small, family-run business. If you get a “busy”, please try again. And our phone is only answered between 8:00 A.M. and 5:00 P.M. (MST), Monday through Friday.

**Why not try this incredible experience, risk-free, guaranteed?**

This is something special. Right in your own kitchen, in less than 10 minutes, you'll make incredibly delicious ice cream fresh from the farm, just as if our dairy was right down the street! My wife, Holly, I, and Cowie and our other 209 cows and our great farm staff look forward to the smile on your face and your joy at tasting ice cream you can NOT find in a supermarket or even an ice cream shop.



Here's what I *believe*: **life's too short for a lot of 'ordinary.'** I'm betting you search for and take pleasure in "rare finds"—places, products, experiences that are anything but ordinary! You earn the right to indulge yourself, and you do. People just like you have us ship our one-of-a-kind ice cream to them at their penthouses in Manhattan overlooking Central Park, to their getaway haciendas in Santa Fe, and to their condos in South Beach. We've shipped ice cream for celebrity weddings at country clubs—even at castles! People are *passionate* about *this* 'rare find'. You'll probably feel the same way.

Thanks in advance,

*Alan Reed*

**PS: Your first shipment will come with your FREE Cuisinart® ice-cream maker, a Welcome DVD so you can meet us, meet Betsey and the whole family of cows here, and see your ice cream being made. You'll even get a suitable-for-framing photograph of YOUR cow at the farm and a "scrapbook photo" of the dairy when my Dad started it, in 1963. Your satisfaction is absolutely guaranteed. You won't hear from us about this**





again—frankly, we don't have a big ad budget. We're essentially a family farm! So, please, say "maybe" and try this now.

**In fact, the free Cuisinart® ice-cream maker expires September 30, 2011, so we need to hear from you before then!**

PPS: Maybe you're wondering about the Kennedy in the Reed & Kennedy name. He's a friend of mine, Dan Kennedy, who's a big-time businessman. Written 18 business books. The first time he came here and visited the dairy, he tasted farm-fresh ice cream for the first time in his life—and couldn't believe the difference! When he discovered I'd figured out my super-hard-frozen-concentrate so we could deliver farm-fresh ice cream to folks anywhere in the country, he immediately sent some to his sons, daughters and grand-kids....then he sat Holly and I down and *insisted* we start this "odd mail-order business". He's been a big help, and he's an interesting guy. You'll meet him too, as a Club Member. You may find it interesting that he owns about 20 Standardbred harness



racing horses and even drives himself in about 200 races a year. He also owns a few great classic cars, including Dean Martin's 1986 Rolls-Royce convertible. Anyway, we're partners in this little venture. We've got an "interesting" (!) a bunch of "characters" here on the farm, here in our town, and helping with our business. I know you'll get a kick out of meeting them in the months ahead!

PPPS: Hey, has ANYBODY ELSE ever sent you a letter offering to send farm-fresh ice cream from their dairy to your kitchen??? You've *got to* try this! If you're ever in our area, you're invited to drop in. We're 213 miles from Salt Lake City, Utah, 600 miles from Denver, 780 miles from Seattle. Once a year, we host Family Days at the farm—and thousands come, and you'll be invited too. But even if you never visit in person, you're going to feel like you're visiting every month when your new Life On The Farm DVD and your delicious ice cream arrives.

Special Notice: a small portion of all Reed & Kennedy Ice Cream sales is donated to a select group of animal rescue, military-related and other worthy charities. You'll be kept informed of those we support through your Club Newsletter and web site.

Guarantee: If disappointed in any way with your first month's package, you may return the Cuisinart® ice cream maker, receive a full refund of your first month's Membership dues, and, of course, never incur any other costs or charges. After the first month, you'll be automatically charged your Membership dues to the credit card you've provided, but you may cancel Membership at any time.



**"MOO!!! Let me tell you why we dairy cows – the best dairy cows! – really like it so much here at Reed's Dairy Farm.**

It's simple. They do NOT inject us with artificial hormones like rBST to make our bodies produce more milk. They trust us to do the best we can without those painful shots. Also, they DON'T pump us full of antibiotics or any other chemicals, like they do at most factory-farms. We are well-cared for here, and we appreciate it.



You might want to know, too, that the folks here at Reed's Dairy have a 56-year tradition of legendary quality. They not only take very good care of us, they take good care of our milk. They low-temperature pasteurize it, to preserve all the good nutrition and the terrific taste that comes from our healthy, hormone free diet. They process it right here, right after we are milked, to preserve its freshness. And the Reed & Kennedy Farm Fresh Ice Cream you're going to enjoy is made with our super-fresh, all-natural, wholesome milk and other natural ingredients. Mr. Reed has even figured out a process for Hard-Freezing it as a Concentrate, so it stays safe and frozen for the few days needed to ship it to your home and get into your freezer. Then you have Ice Cream as fresh as if you lived right down the street from us cows!!! You'll LOVE our ice cream! Fill out and fax in or mail in the Acceptance Form or call a Human in Mr. Reed's office at 208-524-1077. Or go onto the Internet to [ReedAndKennedyIceCream.com](http://ReedAndKennedyIceCream.com). You can see short videos there of our farm and your ice cream being made!"

PS: Your kids, grandkids, friends are going to be IMPRESSED (!) when you show them the photograph we send you of our #1 cow, Cowie, and explain that she's now one of YOUR cows at YOUR dairy farm making YOUR ice cream. You can wow 'em by showing them the Life On The Farm DVD too. This is your big chance to be part of classic, small-town American life. We'll visit every month you're a Club Member with something new to show 'n tell 'n share with your family and friends!

# ACCEPTANCE FORM

## REED & KENNEDY ICE CREAM LOVERS' CLUB MEMBERSHIP (CHOOSE ONE)

### VIP MEMBERSHIP (GOOD VALUE)

EVERY MONTH, 2 PINTS: 1 Pint of Classic Golden Vanilla plus 1 Pint of a different Select and Seasonal Flavor—different, unique taste experiences each month! Plus: The Good Life Newsletter, Life on the Farm DVD of the Month, and access to Members' Only Web Site. Just \$19.97 per month INCLUDING priority shipping and insurance, automatically billed to the credit card you provide. You may cancel at any time with 30 days' notice.

### ELITE VIP MEMBERSHIP (BETTER VALUE)

EVERY MONTH, 4 PINTS: 2 Pints of Classic Golden Vanilla plus 2 Pints of different Select and Seasonal Flavors—different, unique taste experiences each month! Plus: The Good Life Newsletter, Life on the Farm DVD of the Month, and access to Members' Only Web Site. Just \$34.97 per month INCLUDING priority shipping and insurance.

### FAMILY VIP MEMBERSHIP (BEST VALUE)

EVERY MONTH, 8 PINTS: 2 Pints of Classic Golden Vanilla plus 6 Pints of different Select and Seasonal Flavors—different, unique taste experiences each month! Plus: The Good Life Newsletter, Life on the Farm DVD of the Month, and access to Members' Only Web Site. Just \$67.97 per month INCLUDING priority shipping and insurance.

**EVERY NEW MEMBER receives** a Welcome DVD, suitable for framing photo of Cowie (The Reed's Dairy Mascot), scrapbook-photo of the original Reed Dairy, and a **FREE Cuisinart® home ice cream maker**. **YOUR SATISFACTION IS GUARANTEED** by full refund of first month with your return of the ice cream maker and cancellation of membership. After the first month, you may cancel at any time with 30 days notice and keep the ice cream maker. Other Member Services information sent with first shipment.

Your Name \_\_\_\_\_

Your Street Address \_\_\_\_\_  
(Because of Delivery, NO P.O. BOXES)

Your City, State And Zip \_\_\_\_\_  
(U.S. locations only)

Your Home Phone \_\_\_\_\_ Your Cell-Phone \_\_\_\_\_  
(In case we need to reach you about your delivery)

Your E-Mail \_\_\_\_\_

### YOUR PAYMENT INSTRUCTIONS

\_\_\_\_ VISA    \_\_\_\_ MasterCard    \_\_\_\_ American Express    Exp Date \_\_\_\_\_

Card# \_\_\_\_\_ CSC \_\_\_\_\_

Signature \_\_\_\_\_

Send your completed form to: Reed & Kennedy Ice Cream, 2660 W. Broadway, Idaho Falls, ID 83402  
Phone: 208-524-1077 • Fax: 208-522-0179

Code: E

Reed & Kennedy Farm Fresh Ice Cream  
2660 W. Broadway  
Idaho Falls, ID 83402



# FREE CUISINART® HOME ICE CREAM MAKER

reserved for you & the amazing experience of farm-fresh ice cream delivered right to your door... as if you lived right down the street from our dairy farm!



**LIMITED TIME INTRODUCTORY OFFER**—We need you to claim your FREE Ice Cream Maker within the next 15 days. Please take a minute and “Visit the Farm” – INSIDE!!!

Code: E