

October 3, 2005

Quality Assurance Manager
Moe and Larry Ice Cream Company
600 Brutus Avenue
Horseshoe, OH 94837

To Whom It May Concern:

I just wanted to let you know that I was eating your Chunky Chocolate Frog ice cream the other day, and I must say it was the worst ice cream I have ever had. I used to like that flavor, but it's like you cheapened it up like a bad date. It is definitely not the premium product I used to buy.

First off I noticed that the nutrition label was different from the last time I bought it. There was less fat. Granted, people are looking for lower fat products, but if I wanted to eat low fat I wouldn't buy ice cream! Then, once I opened it up and started to scoop out the ice cream, I noticed that there were less chocolate frogs, (I don't even think they are chocolate anymore, not that I could find one to eat) and the fudge swirl was almost non-existent.

When I ate the product I was even more disappointed, the ice cream texture was horrible. Ice cream should be creamy and smooth, this was like I had an ice cream cone at the beach and it fell off in the sand and I was eating it anyway. It was very gritty. I tried to spit it out and see if there was actual sand in there, but that was just a messy endeavor. I got it all over everything trying to find one of the stupid grains and hold on to it... Anyway, I finally got one of the little grains in my hand, but it wasn't sand, it was more like sugar.

I don't know what you have done to your product, or even if the two problems are related, but I am very disappointed in the product. When I pay \$4.50 for a pint of ice cream I want to enjoy every last bit of the ice cream. I let my dog eat this one. It was the most expensive dog treat I ever bought. When you change back to the food I have grown to love let me know. Until then, I will no longer be a customer of yours!

Sincerely disappointed,

Mary Potter
EX MOE & LARRY ICE CREAM LOVER!
25 Burrow Lane
Hogwart, MA 56901