

ESKIMO PIE™

IT'S EASY
BEING COOL

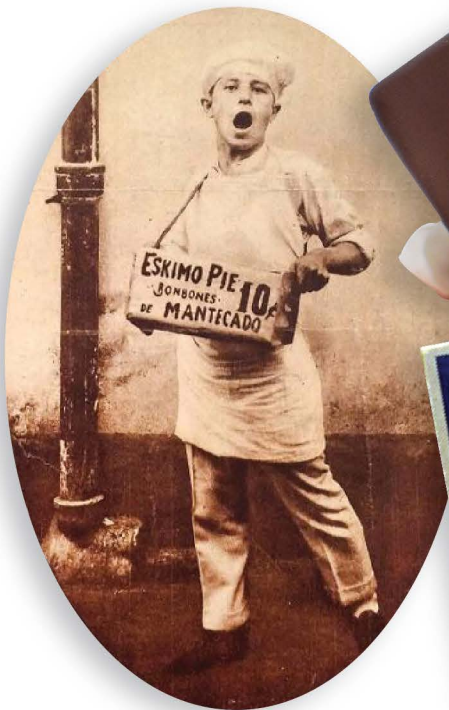


ESKIMO PIE™



Everyone knew what was waiting inside that signature foil wrapper. The crunchy chocolate outside and ice cold creamy vanilla inside. The best part was licking the wrapper for the extra bits of melted chocolate.

The idea came to a candy shop owner in 1920, when a young customer couldn't decide which to buy - an ice cream or a chocolate bar. That inspired Christian Nelson along with Russel Stover to invent a way for hard chocolate candy to stick to cold ice cream. The world had never seen anything like it and in 1922, they were selling one million Eskimo Pies daily!



The Eskimo Pie brand was sold numerous times over the years and eventually landed with the Dreyer division of Nestle. Unfortunately, they changed the name to Edy's Pies as an homage to the founder Joseph Edy.

It's time for a comeback!

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ESKIMO CLASSICS





ESKIMO FRUIT

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