

Lec Celebrates 70 Years with Pinterest Ice Cream Flavour Crowdsourcing

Submitted by: Umpf

Wednesday, 22 August 2012

Leading refrigeration specialist Lec has launched a campaign spanning Pinterest, Twitter and Facebook to crowdsource a brand new ice cream flavour from 24 million flavour combinations – the winner will be created and sampled by 20,000 people at the BBC Good Food Show this Winter.

The ice cream is being created in celebration of Lec's 70th birthday (<http://www.lec.co.uk/lecicecream/>) and the winning flavour will be produced in partnership with Kent based Artisan producer Simply Ice Cream.

To take part, the UK's social media community is being asked to choose four ingredients from a gallery of 70 flavours hosted on Lec's website (or re-pinned from Lec's Pinterest account (<http://pinterest.com/lecfridges/70-years-70-flavours/>)) to create an ice cream flavour combination Pinterest board for Lec's birthday.

A link to the board must then be tweeted using #LecIceCream (<https://twitter.com/#!/search/%23lecicecream>) with all mentions of the link showcased on a Twitter feed on the Lec website.

Lec and Simply Ice Cream will choose the best flavour combinations to go forward to a Facebook vote and the winner as chosen by Lec's Facebook fans will be created and sampled to 20,000 people at BBC Good Food Show Winter from 28th November to 2nd December 2012. There are more than 24 million possible flavour combinations available.

The 70 flavours (<http://www.lec.co.uk/lecicecream/>) in the Lec flavour gallery have been inspired by food trends from the past 70 years and include ingredients such as Spam, sushi, chilli, crème brulee and curry, as well as traditional ice cream ingredients such as strawberry sauce, chocolate chunks and hundreds and thousands.

Jane Rylands, Marketing Communications Manager for Lec, said: "With Lec celebrating such a landmark year it seemed only fitting that we created a birthday party essential in honour of the occasion – a brand new ice cream flavour created and chosen by our online community.

"Both food and ice cream trends have changed considerably over the past 70 years so we have given the UK public an eclectic mix of flavours and ingredients to choose from.

"Social media channels such as Pinterest and Twitter are hugely influential when it comes to food and we wanted to our communities the chance to come up with something extra special for Lec's birthday.

"Simply Ice Cream have promised to create a delicious ice cream – whatever the winning flavour combination may be. It will be extremely interesting to see the final result and the reaction of the visitors sampling the flavour at the BBC Good Food Show this Winter."

The winner will also receive a year's supply of ice cream, a Lec fridge freezer of their choice and tickets to BBC Good Food Show Winter. They will also be invited to Simply Ice Cream's HQ to see how the cream is made.

The competition is open for entries until 5pm on Friday 7th September. For full information and terms and conditions visit www.lec.co.uk/lecicecream

ENDS

For more information about Lec and for stockists visit www.lec.co.uk or call 0844 81 53 737.

For more information about Simply Ice Cream visit www.simplyicecream.co.uk.

Follow Lec on Pinterest at <http://pinterest.com/lecfridges/>, on Twitter @lec_fridges or join us on Facebook at www.facebook.com/lecrefrigeration.

For media enquiries contact Ali or Louise at Umpf on 0800 4 10 20 10 or email ali@umpf.co.uk / louise@umpf.co.uk