

FOR IMMEDIATE RELEASE

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Local Ice Cream Shop Earns National Honors in Prestigious Competition

Grand Haven, MI – The North American Ice Cream Association has announced the winners of its 2025 National Ice Cream Awards, and Sweet Temptations, a beloved local business, has achieved remarkable success. This recognition places Grand Haven firmly on the map as a hub for exceptional frozen treats.

Each year, hundreds of ice cream professionals and aspiring dessert entrepreneurs from across the nation gather for the industry's largest event in the U.S., hosted this year at The West Palm Beach Convention Center, West Palm Beach FL, from November 9th-11th, 2025. A highlight of the event is the association's ice cream flavor and quality competitions, which draw entries from the finest ice cream makers nationwide.

In this year's competition, Sweet Temptations earned:

- **Blue Ribbon** for their **Vanilla Bean** flavor

The rigorous sensory judging process was overseen by **Dr. Sam Alcaine** of Cornell University, a highly respected dairy scientist. Judging panels included seasoned ice cream business owners, making this recognition a true honor from peers within the industry.

A Celebration of Craftsmanship

Being recognized on a national stage is a testament to the hard work and creativity of the Sweet Temptations team. Their dedication to creating exceptional ice cream delights continues to inspire both the industry and their loyal customers.

About the North American Ice Cream Association

Founded in 1933, the North American Ice Cream Association supports retail ice cream and frozen dessert businesses with training, resources, and networking opportunities. The organization's annual convention is a marquee event for the industry, drawing attendees from the United States, Canada, and beyond. Member businesses employ thousands and serve millions of customers annually.

For more information about Sweet Temptations or the North American Ice Cream Association, please contact:

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Sweet Temptations

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