

Thursday March 15, 2012

Magnum introduces its latest cappuccino flavoured ice-cream

MAGNUM Ice Cream launched its latest Belgian Chocolate variant — Choco-Cappuccino — to add a fourth flavour to its line of ice creams.

In September, Magnum launched the Classic, Almond and Chocolate Truffle variants and this is the latest one.

To make the launch meaningful, Magnum brought together a coterie of socialites, celebrities and luxury aficionados in a star-studded soiree at Shookl.

Among those present were socialites Datin Nora Hassan, Datin Tina Ali Kadir, Datin Ida Seatter and daughter Natasha Seatter.

Celebrities such as actress Natasha Hudson, Chelsia Ng and Siti Saleha, beauty queen Andrea Fonseka and singers Amanda Imani and Prema Yin were also there.



Ice maidens: Verul (centre) with Miss Malaysia Universe 2011/12 Kimberley Leggett (left) and Miss Malaysia Universe 2010/11 Nadine Ann Thomas during the launch.

Unilever (Malaysia) Holdings Sdn Bhd marketing director Hugo Verkuil said Magnum had always been a symbol of luxury and pleasure.

"Last year, we introduced the Magnum ice cream featuring Belgian Chocolate in every bite.

"I am certain the arrival of this new Magnum Choco-Cappuccino will serve to be another decadent experience.

"After all, Malaysians love their coffee and now they can get their daily fix of cappuccino in the most indulgent way — coated in thick 'cracking' Belgian chocolate," he said.

The evening's highlight was a fashion show showcasing signature looks by four luxurious labels.

Joe Flizzow aka Mr President pumped up the vibe with his energetic sounds as the models strutted down the runway draped in deluxe signature pieces of Eric Choong, Granoff's modern and elegant suits, Michael Ong's contemporary Malay silhouettes and regal pieces by Zang Toi — gaining much applause from the excited crowd.

Magnum also announced its online game-based contest — "Magnum Fashion Royale" where consumers will get an opportunity to walk home with a customized couture piece and a Magnum-inspired accessories specially designed by Eric Choong, Granoff, Michael Ong and Zang Toi.

For more information visit Magnum's Facebook Page at www.facebook.com/Magnum.

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