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S O U T H W E S T A I R L I N E S

SPIRIT®

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Ruby Jewel Treats, Portland, Oregon

"We all have a calling, and mine just happened to be ice cream," says Lisa Herlinger, owner and creator of Ruby Jewel Treats, the all-natural, fresh-tasting ice cream sandwiches hailing from the Pacific Northwest. Lucky for her legion of fans, Herlinger has stayed faithful to her sweet calling, whipping up homemade cookies and delectable ice cream to smooch in between. Make no mistake — these aren't the flimsy chocolate-cookie-and-vanilla-ice-cream confections you ate as a child while lolling around in your swimsuit.

Herlinger's creations — like lemon cookies with honey lavender ice cream and cinnamon chocolate cookies with espresso ice cream — have been attracting both serious foodies and casual eaters alike since May 2005. It was the Portland Farmers' Market, with its fresh, colorful fruits and vegetables, that first inspired Herlinger to create an ice cream confection that was

both natural and delicious, so it's fitting that she still sells her wares there on Thursdays and Saturdays.

"Something sparks memories with people and ice cream sandwiches," Herlinger says. "People walk by the booth and say, 'Oh, I love ice cream sandwiches!' They appeal to so many people — kids, teenagers, hippies, yuppie women. Everyone loves them."

Where Available at select Whole Foods Markets, New Seasons Markets, and several independent grocery stores throughout Oregon and Washington. Visit www.rubyjeweltreats.net for all locations.

Must try Fresh mint ice cream with dark chocolate cookie, peanut butter ice cream with double chocolate cookie

For adventurers Honey lavender ice cream with lemon cookie

Inside scoop Ruby Jewel Treats are named after a Colorado lake and yurt where creator Lisa Herlinger enjoyed a cross-country skiing adventure with friends.

WE ALL SCREAM FOR
ICE CREAM

THE INSIDE SCOOP ON WHERE TO GET OUR FAVORITE SUMMER TREAT