

## **Only the Best for Carmen**

*Serving up flavors unique and specific to Filipino taste --and staying true to the home-made quality ingredients they use, Carmen's Best ice cream pushes the boundaries of what defines premium.*

**MANILA-** What started out as a solution to a fresh milk surplus has turned into a staple comfort desert in the country. Local ice cream brand Carmen's Best is known for their signature flavors made with fresh milk processed at 72.5 degrees celsius or High Temperature, Short Time. Because of the short shelf time of milk pasteurized at this temperature, they are the only company in the country to do so, making the taste of their ice cream truly one-of-a-kind.

Aside from the fresh milk they use, Carmen's Best ice cream flavors cannot be found anywhere else. Inspired by CEO Paco Magsaysay's travels and the experiences of friends and family surrounding him, each flavor is carefully crafted and made to suit the taste of Filipinos that look to food for comfort. With flavors like "Milk Tea" and "He's Not Worth It" (a mix of chocolate, nuts, and fudge made specifically for the heartbroken), each batch of ice cream produced is made to order and specially made to cater to different markets in the country.

As a company that does not believe in sacrificing taste for profit, it is only fitting that the cows that produce their milk is spoiled and well cared for as well. The company ensures that the environment and handlers of the cows are safe and well-trained, with women on the team focused on taking care of the cows and classical music playing in the background when they are milked.

With Carmen's Best being named after Magsaysay's only daughter Carmen, he makes sure that the quality of their products is never compromised as he feels that doing so is not being true to his daughter. With a name so personal, it can only be expected that the brand produces only the best --and with the current following it has gained, it is safe to say that many other customers taste the quality only the best for Carmen as well.

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