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PASSWORD: **PROOF**press

## The Scoop on Proof

COLUMBIA BUSINESS MONTHLY | FEB 6, 2020

[View Article Online](https://www.columbiabusinessmonthly.com/2020/02/06/296553/the-scoop-on-proof)

<http://www.columbiabusinessmonthly.com/2020/02/06/296553/the-scoop-on-proof>

## Former Gamecock basketball player scores again with PROOF alcohol ice cream

POST & COURIER | MAY 27, 2020

[View Article Online](https://www.postandcourier.com/sports/former-gamecock-basketball-player-scores-again-with-proof-alcohol-ice-cream/article_e748fb58-96df-11ea-a568-23a8b664e77c.html)

[https://www.postandcourier.com/sports/former-gamecock-basketball-player-scores-again-with-proof-alcohol-ice-cream/article\\_e748fb58-96df-11ea-a568-23a8b664e77c.html](https://www.postandcourier.com/sports/former-gamecock-basketball-player-scores-again-with-proof-alcohol-ice-cream/article_e748fb58-96df-11ea-a568-23a8b664e77c.html)

## Here's the scoop on former Gamecock basketball star's boozy ice cream business

THE STATE | AUGUST 29, 2019

[View Article Online](https://www.thestate.com/news/local/article234503262.html)

<https://www.thestate.com/news/local/article234503262.html>

# THINK DIFFERENTLY ABOUT DESSERT.

An artisan ice cream company in Columbia, South Carolina, PROOF is changing the way people think about dessert.

Using proprietary formulas and production techniques, PROOF is handcrafted daily using top-shelf liquor as a key ingredient to create a savory end-product with an unmatched creamy consistency.

Combining quality spirits and popular ice cream flavors, PROOF delivers a modern, indulgent taste experience in every bite.

With a dozen rotating flavors in our permanent and seasonal collections, we recommend enjoying our product directly from the container or as a complement to a more traditional dessert.

**TRUST US. THE PROOF IS IN THE TASTE.**



# OUR STORY

Born in Kentucky and made daily in Columbia, South Carolina, PROOF was the first alcohol ice cream of its kind to hit the market.

Founded by Jenn Randall-Collins, former women's basketball player for the University of South Carolina, PROOF was developed from an old Kentucky custard recipe that had been shared among families for generations.

In addition to taste profile and product integrity, PROOF leads the growing dessert category in Federal and State Permitting compliance with a dedicated manufacturing facility and tamper-proof packaging.

Alongside Jenn and business partner Dirk Brown, a creative and dedicated team of ice cream aficionados carries out day-to-day operations.

“PROOF is a spirited indulgence made by a family of innovatively spirited people.”

JENN RANDALL-COLLINS, FOUNDER & CEO



# OUR PRODUCT

An uncompromising mix of premium spirits and popular ice cream flavors, our patent-pending formula gives us the flexibility to work with a variety of liquors and the opportunity to consistently curate edgy new pairings that connect with our growing customer base.

Our permanent or year-round collection features our most popular flavors, while our seasonal collection features specialty flavors available for a limited period of time during spring, summer, fall, and the winter holiday season.

## PERMANENT COLLECTION

**MOCHA CHOCOLATE MOONSHINE**

**BOURBON CARAMEL**

**STRAWBERRY MOONSHINE**

## SPRING & SUMMER COLLECTION

**CHEESECAKE MOONSHINE**

**COCONUT RUM**

**BLACKBERRY MOONSHINE**

## FALL COLLECTION

**APPLE PIE MOONSHINE**

## WINTER COLLECTION

**PISTACHIO RUM**

**CHOCOLATE CHERRY BOURBON**

OUR PRODUCTS INSPIRE LIFE'S UNIQUE MOMENTS. THEY'RE GREAT FOR PARTIES OF ANY SIZE—INCLUDING PARTIES OF ONE.



# WHAT MAKES US DIFFERENT

- Female Founder – Jenn Randall-Collins
- Made daily in Columbia, SC
- 7% ABV / 14 PROOF
- Proprietary formulas and production techniques
- Patent-pending process behind our creamy consistency
- Top-shelf liquor is a key ingredient rather than infused later in the process
- Small-batch creation

**WE'RE CHANGING THE WAY  
PEOPLE THINK ABOUT DESSERT.**



## FOR MORE INFORMATION ON PROOF

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[PROOFALCOHOLICECREAM.COM](http://PROOFALCOHOLICECREAM.COM)

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FACT SHEET

PROOF<sup>®</sup>  
ALCOHOL ICE CREAM

# DESSERT WITH SPIRIT

Alcohol is a key ingredient—  
each pint is 7% ABV **OR**  
**14 PROOF**

Handcrafted daily using  
proprietary formulas and  
production techniques

A dozen rotating flavors  
in permanent **AND** seasonal  
collections with new pairings  
in development year-round



**STRAWBERRY MOONSHINE**

**COCONUT RUM**

**MOCHA CHOCOLATE MOONSHINE**

**APPLE PIE MOONSHINE**

FOUNDED IN 2015



HEADQUARTERED IN  
**COLUMBIA, SC**

PARTNER **WITH** SOME OF **THE** FINEST MAKERS OF  
**BOURBON, VODKA, RUM,**  
**MOONSHINE AND WHISKEY**



Available online and in retail outlets in  
South Carolina & North Carolina—  
**AND** poised for national distribution in 2020

Catering  
available for  
private parties  
and special  
events

THINK **DIFFERENTLY** ABOUT DESSERT.

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FOUNDED **BY** **JENN RANDALL-COLLINS**  
Kentucky native & former University of South Carolina women's basketball player

PROOF is an artisan Alcohol Ice  
Cream Company on a mission  
to change the way people think  
about dessert