



# MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?



## Michael Stars



### IT'S ICE CREAM SEASON

Is there a way to improve on the perfection of this hot-weather treat? Why, yes: Sandwich it in a light, crispy, oversize French macaron! Jeni Britton Bauer of Jeni's Splendid Ice Creams in Columbus, Ohio, has created four decadent sandwich varieties, including dark chocolate ice cream with hazelnut-flour macarons and Ugandan vanilla-bean ice cream infused with black currant jam, dolloped between almond macarons (above, \$38.5; [jenis.com](http://jenis.com)). And don't worry about drips. You'll eat these so fast, the heat can't even compete.

**Michael Stars** sunny **Rewind** continuing to receive major media coverage in June's **InStyle Magazine!**