

BEN & JERRY'S Video transcripts

Video 1

In 1978, two friends named Ben and Jerry opened the doors of their very first scoop shop. Their beginning was our beginning. And right from the get go, our goals were very simple, to make the best ice cream possible, use our business to do good and have fun, because if it's not fun, why do it?

Our euphoric flavours packed with generous chunks and swirls are made using the best ingredients we can ethically source from fair trade growers, local dairy farmers and a bakery that changes lives.

We don't always voice what's popular or easy, but we always speak up for what we all believe in, that love is love, the earth is worth protecting and success tastes sweeter, when everyone benefits.

Dig it? Then dig in. Maybe even bite off more than you can chew. Let's stand up and be heard and let's have fun doing it because it's pretty amazing the problems we can lick, when we're all in this together.

Video 2

[Jeff]: Yeah, get into things. They didn't even have a name when we started talking about it. Ben and I met working at a school in the Adirondack Mountains. Then I met Jerry through Ben. A bunch of friends hanging out at the kitchen table. They were going to start a little ice cream parlour, and they decided to go to Burlington.

[Jostein]: So Burlington is a special place. It's a... Strawberry lemon smoothie, it's good. Oh yeah, that's it. This is a place that you got to get it. You got to get the values, you got to get the purpose, you got to get why we are here. You don't really, fully, truly understand Ben & Jerry's before you come to our community and see it and meet our people.

[Jeff]: It's rare that you are encouraged to bring your values to the workplace. This is a place where, if you have these values and you want to work them, please bring them with you in the morning.

BEN & JERRY'S Video transcripts

Video 2

[Jostein]: And there's a buzz and there's an energy around it. And that's all about having these great people that work in our stores, that believe in the things that we believe in. And they transmit that through the joy and the love of ice cream.

[Jeff]: Ice cream itself is a beautiful, joyful product.

[Dave]: The ice cream that you choose kind of is your personality.

[Mitch]: It's a whole subset of behaviours. Do you tunnel through the Karamel Sutra to get all the caramel out? I do. And then we have chunk spelunkers, people who spelunk for chunks. There's a whole psycho-social, I don't know, realm.

[Andrea]: Yes, we're an ice cream company, but we're an ice cream company with a heart and soul.

[Jostein]: A really fundamental calling, to prove that there is a different way to do business. And that businesses don't have to be these faceless, profit-optimizing cold places, but that they can really play a positive role in society.

[Employee]: A lot of other places that I've worked will say, "Yeah, we want to be a part of the community. Yeah, we want to do this." But then they don't actually mean it. Ben & Jerry's really means it.

[Jostein]: We don't want to be a marketing company. We don't want to be a brand. We really believe that if you're buying into Ben and Jerry's, you're buying into a company with people that buy ingredients in certain ways, that engage in certain activities, and engage with issues that are important in your community. And we want our people to be part of that, everywhere in the world.