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Great Britain's sexiest snacks from [www.tastesuccess.co.uk](http://www.tastesuccess.co.uk)

## Ice Cream is hot stuff... fact!

Summer's finally arrived and you can tuck in to that ice cream ... It's officially sexy! Great Britain has spoken and it seems no food gets us hot under the collar quite like ice cream.

Over 1,500 Brits took part in a survey from The Food and Drink Federation (FDF) to discover Britain's sexiest snacks at [www.tastesuccess.co.uk](http://www.tastesuccess.co.uk). Other top performers include a nice Jammy Ring, Whipped Cream, Fish Fingers, Jelly and Battenburg, though not necessarily all at the same time!

Lattes make us amorous and perhaps also keep us going while sausage rolls are certainly sexy, though pork sausages are a poor relation, languishing as 2<sup>nd</sup> least sexy snack after Chilli Con Carne; which heats up few people's lives.

The survey forms part of a digital project, built by the London agency Glow Labs, in a wider campaign; 'Taste Success – A Future in Food' campaign from FDF, the voice of the food and drink manufacturing industry. The campaign is designed to get young people to consider a career in food and drink manufacturing; the UK's largest manufacturing sector; and a vitally important growth industry for the UK economy, but one which faces a 137,000 shortfall in personnel by 2017.

Not only are we increasingly passionate about food as a nation, but the industry offers inspirational, varied and lucrative jobs for young people with all manner of backgrounds and qualifications.

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