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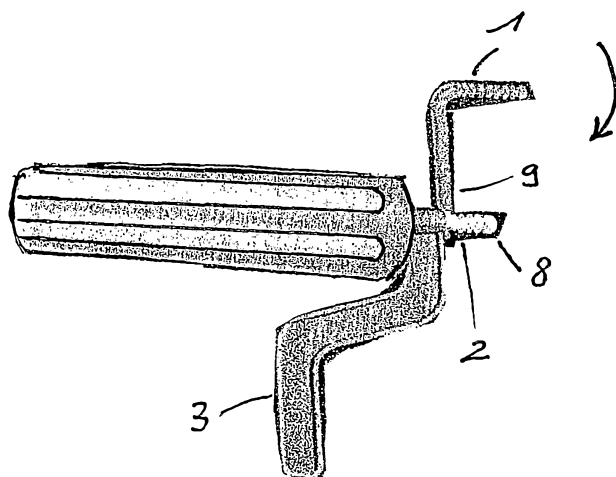
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(54) Title: ROTATABLE FROZEN CONFECTION AND SUPPORT



(57) Abstract: A packaged frozen confection product comprising: a frozen confection item; a holder-stick for supporting the frozen confection item fixed to the frozen confection item; in combination with: a handle element rotatably attachable to the holder-stick for holding the frozen confection with one hand and a crank fixedly attachable to the holder-stick for rotating the holder-stick with the other hand.

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ROTATABLE FROZEN CONFECTION AND SUPPORT**TECHNICAL FIELD**

5 [0001] The subject of the present invention is a device that can be used to rotate an object such as a frozen confection and is a packaging support for that frozen confection. Thus the invention also relates to a frozen confection product having a stick that supports a frozen confection and enables the user to rotate the product as desired while it is consumed.

BACKGROUND

10 [0002] A wide variety of articles for consumption by a user that are supported by various types of wooden or plastic holder-sticks are currently available on the market. when consuming a frozen dessert in a constant and regular manner, the user has to rotate the frozen dessert by hand in order to get access to all sides of the dessert. Rotating the dessert by hand is inconvenient and has the risk that the frozen dessert may be dropped or drip and perhaps stain clothing.

15 [0003] Thus there is a need for improved devices to support articles for consumption that do not require rotating the dessert by hand.

[0004] Any discussion of the prior art throughout the specification should in no way be considered as an admission that such prior art is widely known or forms part of common general knowledge in the field.

20 [0005] US-A-5 209 692, 5 391 107 and 5 676 988 are concerned with battery-operated candy holding devices. US-A-5 676 988 further discloses a toy in the form of a flying disc which can be connected to a spinner end. All these candy holder devices are complicate and voluminous.

25 [0006] In the art of making ice cream and water ice stick lollies, it is essential that the sticks are of compact shape in order to be able to fit in a stick bar production line. Thus, in that prior art the body of the holder is either far to complicate, voluminous and heavy to be able to suit the requirements for handling ice lollies in food manufacturing lines.

Furthermore, the electrically powered arrangement with battery, electrical circuit and motor would not be compatible with frozen confections manufacturing wet environment.

5 [0007] US-A-6 221 409 is concerned with a rotatable support for a frozen confection in the form of a stick assembly which, in addition to allowing to rotate an ice lolly on a support stick for consumption has a play value for kids in that, after consumption the stick-assembly can receive a spinning top or a flying toy. A problem is that the stick assembly alone is composed of six different parts, some of which are rotative and others are fixed, which must be assembled at the production site in the plastic stick manufacturing factory and adds complexity and costs. On top of this, the stick is adapted to ball-shaped ice lollies with the objective that the product is consumed while being turned in the mouth, and therefore the stick cannot receive an elongated ice bar, which would be suited to regular stick bar moulding lines. Another problem is that the system has two functions which are somewhat contradictory the one to the other, on the one hand bearing a high speed rotary toy and on the other hand allowing slow rotation during consumption., which functions are not always well used by the consumer, the kids tend to rotate the ice lolly at too high a speed before or during consumption with the consequence of dripping, spillage and possibly clothing staining.

15 [0008] It is an object of the present invention to overcome or ameliorate at least one of the disadvantages of the prior art, or to provide a useful alternative.

20 SUMMARY OF THE INVENTION

[0009] According to a first aspect of the present invention, there is provided a frozen confection rotating device for rotating a frozen confection item, the device comprising:

- a frozen confection item holder–stick for supporting the frozen confection item fixed to the holder-stick;
- 25 a handle rotatably attached to the holder-stick for holding the device with one hand; and
- a crank attached to the holder-stick for rotating the holder-stick with the other hand thereby rotating the frozen confection item;

30 wherein the holder-stick and the handle are each provided with respective force enabled inter-engagement means thereby allowing for manual assembly of the device. Unless the context clearly requires otherwise, throughout the description and the

claims, the words "comprise", "comprising", and the like are to be construed in an inclusive sense as opposed to an exclusive or exhaustive sense; that is to say, in the sense of "including, but not limited to".

[0010] According to another aspect of the present invention, there is provided a
5 packaged frozen confection product comprising:
a frozen confection item;
a frozen confection item holder-stick for supporting the frozen confection item,
fixed to the frozen confection item;
in combination with:
10 a handle element configured for rotatable attachment to the holder-stick
for holding the product with one hand; and
a crank configured for attachment to the holder-stick for rotating the
holder-stick with the other hand thereby rotating the frozen confection item;
wherein the holder-stick and the handle are each provided with respective
15 force enabled inter-engagement means thereby allowing for manual assembly of the
device.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] The following drawings illustrate as a non-limiting example a preferred embodiment of the invention, in which

20 [0012] FIG. 1 shows an exploded view in perspective of the frozen confection rotating device in three parts 1, the crank, 2, the holder-stick and 3, the handle;

[0013] FIG. 2 is a view in elevation of parts 2 and 3, showing how the holder-stick 2 is introduced into the handle 3;

25 [0014] FIG. 3 and 4 are views, in perspective under different angles of the assembled rotating device;

[0015] FIG. 5 shows a detailed view in elevation of the way parts 1 and 3 are assembled;

[0016] FIG. 6 shows a detailed view in perspective of the way parts 1, 2 and 3 are assembled;

[0017] FIG. 7 is a view in perspective of a frozen confection product embodying the rotating device and

5 [0018] FIG. 8 is a view in perspective of an alternative frozen confection product embodying the rotating device.

DESCRIPTION OF PREFERRED EMBODIMENTS

[0019] The rotating device comprises three parts.

10 [0020] As a first part the holder-stick 2 is made of resilient moulded plastics and comprises an elongated body of general cruciform section with radial circle elements 4 which serve to anchor the stick into a frozen confection mass 5 (Fig. 7, 8). Near to one of its ends the holder stick 2 is in the form of a grooved peg 6 with a oval slot 7 inside.

15 [0021] A second part, the handle 3 is S shaped and generally flat with a hollow cylindrical end 8 which serves as a bearing for the holder-stick 2. As shown in Fig. 2, the hollow end 8 is force inserted around the holder- stick 2 as shown with the arrow f1, so that the holder-stick is rotatably fixed to the handle 3 and can rotate freely inside it.

20 [0022] As shown in Fig. 1, a third part, the crank 1 is L shaped and the shorter branch of the L is terminated with a slotted peg 9. Fig 5 indicates the way the crank 1 is fixedly inserted into the hole 7 of the holder-stick 2, in a direction perpendicular to the length of the holder-stick 2, as shown with the arrow f2.

25 [0023] A quasi-cylindrical frozen confection body 5 (Fig. 7) is moulded around the holder stick 2 using a conventional stick moulding machine using the steps of filling the moulds travelling into a refrigerated medium with a composition for water ice, vertically inserting the holder- stick 2 when the composition is in semi-solid state, continuing cooling the mould containing the composition for water ice until it is solid enough for holding the stick in upright position, surface heating the mould, demoulding the lolly and packing it. Preferably, the finished ice lolly is prepacked, e.g. in a flow pack separately

from the second and third parts of the rotating device and the separate parts are packed together with the prepacked product, e.g. in a flow pack.

5 [0024] There is a play function in the device of the invention, since the consumer, the child, receives in addition to the ice lolly two plastic parts, a handle 3 and a crank 1 and is asked to interact with the product in a sense that he has to build the rotating device. For doing so, he first inserts the handle 3 around the stick 2 as shown in Fig. 2 and then the crank with its lower arm into the hole 7 of the holder-stick 2.

10 [0025] Gripping the holder 2 with one hand, supposed that he is left-handed, the consumer acts on the crank 1 with his right hand and thus rotates the ice lolly while consuming it (Fig.7 and 8).

15 [0026] In the embodiment of Fig. 8, the holder-stick 2 is somewhat longer and protrudes from the top surface of the frozen confection body in such a way that it is easier to demould the product in a conventional stick moulding line by gripping the stick. The frozen confection is a striped water ice in two flavours, pineapple and apple. The crank 1 is inserted into the hole 7 in the holder-stick 2, which hole is at a certain distance from the upper end 8 of the stick. The crank 1 is inserted into that hole from the longer arm 9 of the L.

20 [0027] The bottom end of the frozen dessert stick 2 may have a shape which makes it suitable for the fitting of various additional accessories which may convert the frozen dessert stick, after the frozen dessert has been consumed, into a number of toys such as a whisk, a spinning top and rotary and/or flying toys without departing from the spirit of the invention.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:-

1. A frozen confection rotating device for rotating a frozen confection item, said device comprising:
 - a frozen confection item holder – stick for supporting the frozen confection item fixed to the holder-stick;
 - a handle rotatably attached to the holder-stick for holding the device with one hand; and
 - a crank attached to the holder-stick for rotating the holder-stick with the other hand thereby rotating the frozen confection item;wherein said holder-stick and said handle are each provided with respective force enabled inter-engagement means thereby allowing for manual assembly of said device.
2. A device according to claim 1, in which the holder-stick is made of resilient moulded plastics and comprises an elongated body of general cruciform section with radial circle elements which serve to anchor the stick into a frozen confection mass.
3. A device according to claim 1, in which near to one of its ends the holder-stick is in the form of a grooved peg with a oval slot inside.
4. A device according to claim 1, in which the handle is S shaped and generally flat with a hollow cylindrical end which serves as a bearing for the holder-stick, so that said holder-stick is rotatably fixed to the handle and can rotate freely inside it.
5. A device according to claim 3, in which the crank is L shaped and one branch of the L is terminated with a slotted peg, and is fixedly inserted into the oval slot of the holder-stick, in a direction perpendicular to the length of the holder-stick.
6. A packaged frozen confection product comprising:
 - a frozen confection item;
 - a frozen confection item holder-stick for supporting the frozen confection item, fixed to the frozen confection item;in combination with:
 - a handle element configured for rotatable attachment to the

holder-stick for holding the product with one hand; and

a crank configured for attachment to the holder-stick for rotating the holder-stick with the other hand thereby rotating the frozen confection item;

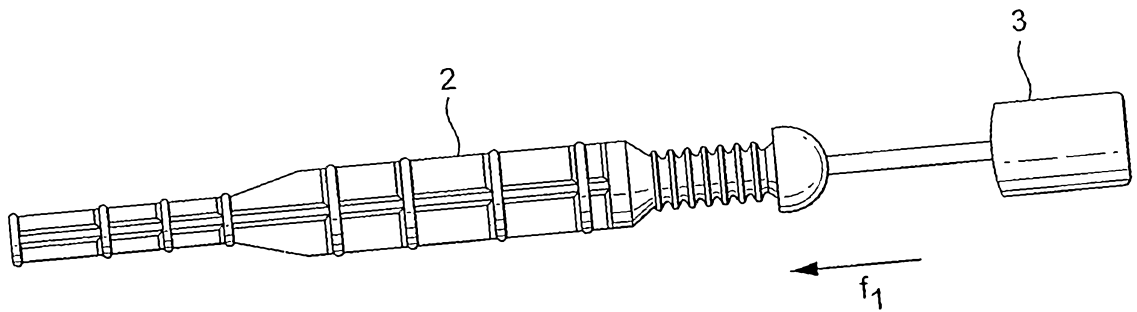
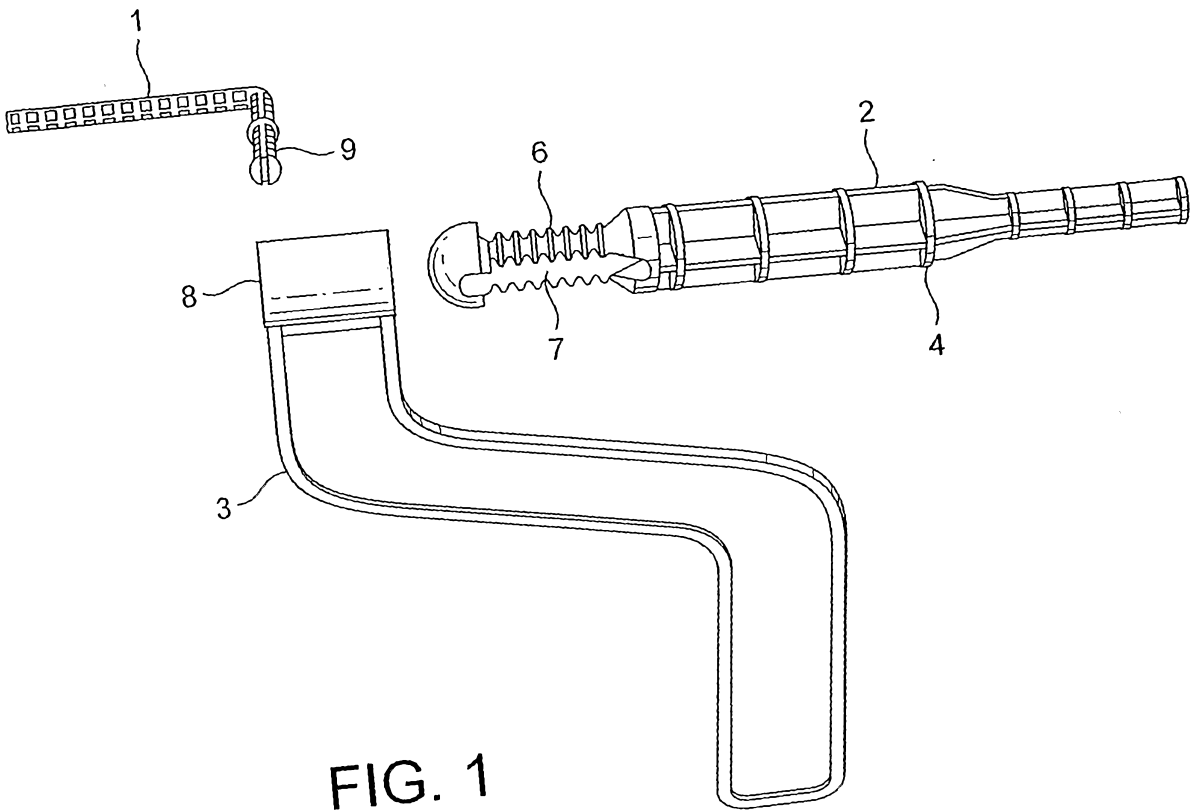
wherein said holder-stick and said handle are each provided with
5 respective force enabled inter-engagement means thereby allowing for manual assembly of said device.

7. A product according to claim 6, in which the frozen confection item is a water ice stick.

8. A product according to claim 6 or 7, prepaced separately from the handle and
10 the crank.

9. A frozen confection rotating device for rotating a frozen confection item, said device substantially as herein described with reference to any one of the embodiments of the invention illustrated in the accompanying drawings and/or examples.

10. A packaged frozen confection product, said product substantially as herein
15 described with reference to any one of the embodiments of the invention illustrated in the accompanying drawings and/or examples.



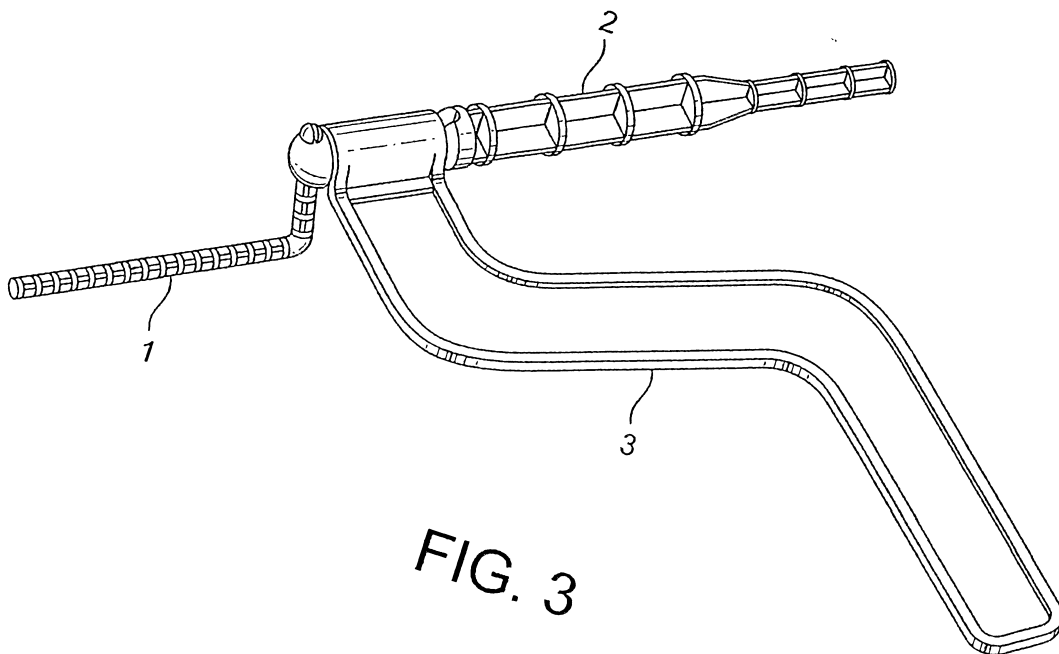


FIG. 3

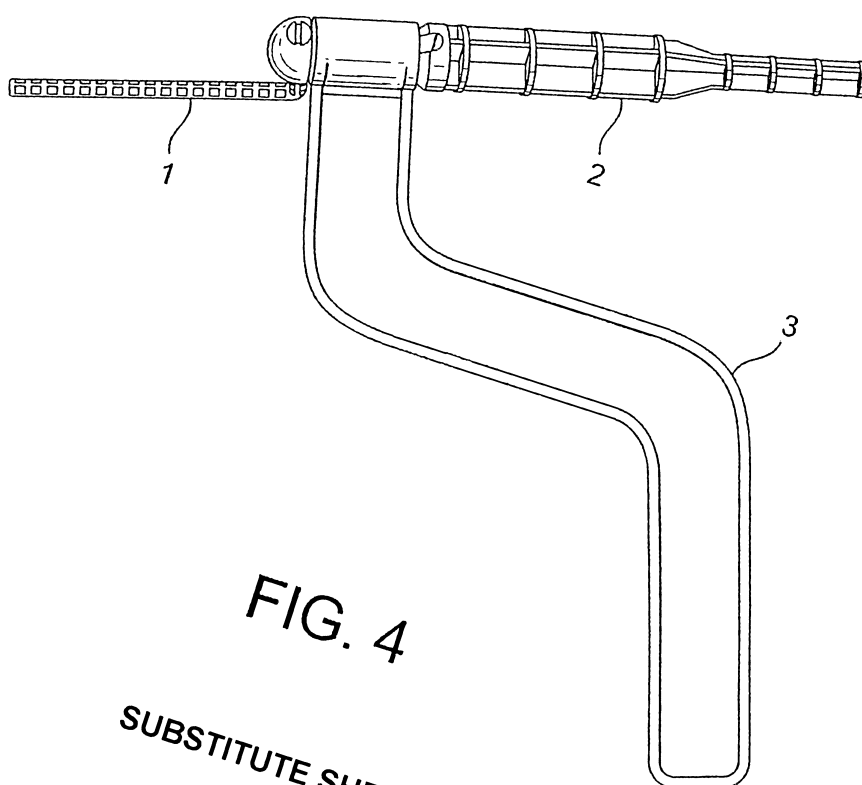


FIG. 4

