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Ice Cream company concocts Oscar-themed treats

First "The Hours" was a Pulitzer-winning novel, then an Oscar-nominated movie and now ... it's an ice cream flavor.

The Scottsdale, Ariz. - based **Cold Stone** Creamery stores said Tuesday it has created five concoctions honoring the Academy Award nominees for best picture.

"The Hours," a tale of suicide and loneliness, is decidedly more upbeat in its dessert form: "The Cake Hours" has rainbow sprinkles in the cake-batter ice cream to offset the looming darkness of brownies and fudge.

The remaining flavors were packed with as many puns as toppings.

The musical "Chicago" gets the cookie dough treatment as "Chicagdough," while "The Pianist" is rendered as "The Pecanist," "The Lord of the Rings: The Two Towers" inspires "The Lord of the Oreos: The Two Cookies" and "Gangs of New York" becomes "Gangs of New York Cheesecake."

The flavors will be available in stores this week and tasters have until March 23 to vote for their favorite at www.coldstonecreamery.com.

The promotion is not affiliated with the Academy of Motion Picture Arts and Sciences, which hosts the Oscars.

Last year, "The Lord of the Swirls" licked the competition with 36 percent of the vote, defeating "In the Berryroom," "A Beautiful Mint," "Toffee Park" and "Praline Rouge."