

Ben and Jerry's renames ice cream Hubby Hubby in celebration of gay marriage

Ben and Jerry's has changed the name of one of its best-selling ice creams to Hubby Hubby, in celebration of the legalisation of gay marriage in its home state of Vermont.

By [Matthew Moore](#)

Published: 10:08AM BST 02 Sep 2009



The Hubby Hubby tub features a picture of two men getting married Photo: BEN & JERRY'S

The flavour formerly known as Chubby Hubby will be sold under the playful new name for the length of September.

Ben and Jerry's has developed a reputation for social activism – and smart publicity stunts – since being founded by two former hippies in Burlington, Vermont in 1978.

The firm has striven to retain its freethinking reputation despite its 2000 sale to food giant Unilever, and earlier this year marked Barack Obama's election as US president by renaming one of its nutty ice cream flavours "Yes Pecan".

The state of Vermont's decision to issue marriage licences to same-sex couples, which came into force on Tuesday, was deemed suitable grounds for another celebration.

"At the core of Ben & Jerry's values, we believe that social justice can and should be something that every human being is entitled to," said Walt Freese, chief executive of Ben & Jerry's.

"From the very beginning of our 30 year history, we have supported equal rights for all people. The legalisation of marriage for gay and lesbian couples in Vermont is certainly a step in the right direction and something worth celebrating with peace, love and plenty of ice cream."

Vermont is following Iowa, Massachusetts, Connecticut and New Hampshire in approving gay marriage laws, while legislation allowing same-sex unions in California was overturned following a referendum.

Chubby Hubby, which is not sold in Britain, contains chocolate-covered peanut butter-filled pretzel nuggets.