



**FOR IMMEDIATE RELEASE**  
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### **Prairie Farms Introduces Chef-Inspired Dip Flavors - They're Not Just for Dipping**

CARLINVILLE, Ill. (October 26, 2016) – This fall and just in time for holiday entertaining, Prairie Farms has launched a specialty dip line that is on-trend with evolving food cultures. The bold and spicy dips, made with simple ingredients, are bursting with flavor and are sure to instantly accelerate taste buds from 0 to 100.

Prairie Farms Chef's Splendor Dips are available in three unique flavors: Roasted Red Pepper, Tzatziki, and Spicy Ranch. They are made by blending real sour cream with different vegetables and spices to achieve a delicious, thick and creamy texture. The full-flavored dips are crafted in small batches with milk and cream from cows not treated with artificial growth hormones, use natural ingredients and are gluten free.

According to Prairie Farms' Chef Rob Lagerlof, "They're not just for dipping. I've been busy creating quick and easy recipes and serving suggestions using Prairie Farms Chef's Splendor Dips for my new video series. My tasty signature recipes for Spicy Ranch Chicken Sandwich, Tzatziki Burger and Four Layer Dip will disappear bite by bite – guaranteed!"

"We're thrilled to add the new dip flavors to our growing line of Prairie Farms Chef's Splendor specialty products. The foodie movement is all about creativity in the kitchen, and our specialty line of products provides options for our customers to experience incredible new taste sensations from their favorite brand that has been trusted for over 75 years and is instantly recognized throughout the Midwest. Our line of specialty products will also increase opportunities for new distribution in specialty food stores," said Rebecca Leinenbach, Vice President, Marketing and Communications at Prairie Farms. "Prairie Farms Chef's Splendor specialty milk lineup, our first introduction in the specialty food category, was launched in 2015 and has received industry recognition for bringing exciting seasonal flavors to the dairy case. In fact, earlier this year, Prairie Farms Chef's Splendor Sea Salt Caramel Milk received the Most Innovative Milk Product Award, the top prize in the 2016 International Dairy Food Association's Dairy Products Contest."

The new Prairie Farms Chef's Splendor Dips are packaged in 12-ounce plastic containers. The high-definition graphics are printed on a clear container and define the essence of the product with craft lettering and crisp images of the corresponding flavor inspirations that allow consumers to easily identify the flavors. Marketing efforts will include targeted ads in digital and



social channels, in-store sampling, product giveaways, Chef Rob's video series, special promotions and point of sale. The dips can be found in dairy departments and will be cross-marketed in produce departments. Prairie Farms Chef's Splendor Dips are available at retail outlets throughout the Midwest with a suggested retail price of \$2.39. For more information, visit: [Chef's Splendor Dips](#)

**About Prairie Farms Dairy, Inc.** is one of the largest and most successful dairy cooperatives in the Midwest, with over 600 farm families, 5700 employees, 35 manufacturing plants, over 100 distribution facilities and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry and is known for setting the standard for milk flavor innovations and producing award winning milk and dairy products. With headquarters in Carlinville, Ill., Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, food service outlets and warehouse distribution centers. Prairie Farms charitable giving program, [Our Caps, Your Cause](#), supports a variety of non-profit organizations.

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