



FOR IMMEDIATE RELEASE
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Just in Time for Summer Sippin' Prairie Farms Announces Specialty Milk Lineup

New Honey Cookie Milk Added to Trio of Flavors

CARLINVILLE, Ill. (May 2, 2016) – Prairie Farms' Chef Rob Lagerlöf has been busy crafting a new flavor to complement the company's summer milk lineup. Chef's Splendor™ Honey Cookie Milk will join the trio of specialty milk flavors that includes Dark Chocolate Truffle and Sea Salt Caramel.

All three Chef's Splendor™ flavors are blended with 100% real milk and have the perfect balance of sweetness. Honey Cookie is a delicate combination of honey flavor and sugar, Dark Chocolate Truffle is an intensely indulgent combination of real cocoa flavor with a hint of vanilla and Sea Salt Caramel combines buttery caramel flavor with a touch of sea salt. All flavors in the lineup are made with premium ingredients, natural flavors, free from artificial growth hormones and are tested for antibiotics both on the farm and at the manufacturing facility.

“Prairie Farms continues to drive innovation by bringing our customers new and exciting milk flavors throughout the year. With the introduction of 21 specialty milk flavors since 2015, we have completely disrupted the flavored milk category,” said Rebecca Leinenbach, Vice President of Marketing and Communications at Prairie Farms. “Our Chef's Splendor™ lineup is unique. The indulgent flavor combinations are delicious on their own, perfect for recipes or they can complement a variety of spirits. One of Chef Rob's favorite summer sippin' libations is Caramel Salty Dog made with Chef's Splendor™ Sea Salt Caramel Milk, crème de cacao and whipped cream vodka.”

The highly anticipated flavors, packaged in quart eco-friendly paper cartons, will be launched in early May and available at retail outlets in the Midwest throughout the summer. Chef's Splendor™ Honey Cookie Milk will compete in the Most Innovative Milk or Dairy Beverage Product Competition at the International Dairy Foods Association Milk and Cultured Dairy Products Conference later in May.



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. Prairiefarms.com

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