



FOR IMMEDIATE RELEASE
August 30, 2016

FOR MORE INFORMATION:

Rebecca Leinenbach
314-771-4407 Ext. 286
rleinenbach@prairiefarms.com

Trendy Meets Nostalgia - New Salted Caramel and Chocolate P&B Milk Now Available from Prairie Farms

CARLINVILLE, Ill. (August 30, 2016) – This fall and just in time for back to school, trendy and nostalgia meet in Prairie Farms’ new single-serve flavored milk lineup. Salted Caramel Milk is on-trend with consumer flavor preferences and is refreshingly light with buttery caramel flavor and a hint of salt. For those who prefer a taste of nostalgia, Chocolate & P.B. is a drinkable peanut butter cup with just the right amount of chocolate and peanut butter flavor. The enticing new flavors are blended with creamy whole milk.

“Prairie Farms is the unmatched leader in flavored milk development,” said Rebecca Leinenbach, Vice President of Marketing and Communications at Prairie Farms. “Since 2014, we have added 27 new milk flavors to our product portfolio, and our flavored milk sales consistently outperform the category. Our unique and unexpected flavor experiences deliver on consumer demand for variety, value, quality and convenience.”

The new single-serve limited edition flavors, packaged in convenient on-the-go plastic pint bottles, feature bold, distinctive block lettering and clear images of the corresponding flavor inspirations that allow consumers to easily identify the flavors. The new products are available at retail outlets in the Midwest and will remain in the single-serve lineup until mid-2017.

To round out the flavors of the fall season, several quart milk flavors are returning. The quart lineup will include: Spooktacular Egg Nog, Halloween Favorites Peanut Butter Chocolate and Pumpkin Spice.

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

