



FOR IMMEDIATE RELEASE

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Prairie Farms Launches America's First Milk Snack Bars

A New Take on Chocolate Cake

EDWARDSVILLE, Ill. (October 23, 2017) – Prairie Farms Dairy announced today the expansion of its product lineup to include America's first Milk Snack – a two-layer crème filled chocolate cake bar dipped in chocolate. Snacking has quickly become the new American pastime and nearly all consumers (94 percent) snack at least once a day. Prairie Farms Milk Snack Chocolate Cake Bar takes snacking to a new level and lets chocolate lovers enjoy chocolate cake anytime, anywhere.

Prairie Farms Milk Snack Chocolate Cake Bar is unique because it is the first refrigerated snack cake bar to combine chocolate cake with a real whole milk crème filling. The bar is then dipped in chocolate for the perfect trio of flavors – chocolate cake, crème filling, covered in chocolate! When compared to conventional shelf-stable chocolate snack cakes, Prairie Farms Milk Snack Chocolate Cake Bars have a short, simple ingredient list and do not contain artificial colors or preservatives. They are available as a single-bar and in 4-count boxes.

“Prairie Farms is committed to innovation, and we're excited to introduce Prairie Farms Milk Snack Chocolate Cake Bars into dairy cases and refrigerated grab-and-go sections in over 15,000 retail outlets throughout the United States,” said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. “Taste, convenience, and nostalgia weigh in on purchase decisions for snack cakes, and Prairie Farms Milk Snack Bars deliver on all three, along with permission to indulge. And of course, there's no better way to enjoy chocolate cake than with an ice cold glass of Prairie Farms Milk.”

The “Prairie Farms New Take on Chocolate Cake” Sweepstakes begins October 28 and ends on December 31, 2017. Each week, one hundred lucky winners will be randomly chosen from online entries to receive a coupon for one “free” bar. Additionally, from the online entries, each week five lucky grand prize winners will be awarded a Milk Snack Pack which will include coupons for five free milk snacks and \$50 in gift coupons toward the purchase of Prairie Farms and/or North Star products. On October 28, pop-up tasting events will be held at select locations to coincide with National Chocolate Day. Finally, a video series will highlight fun ways to enjoy America's first Milk Snacks! The hub for all campaign activities is

<https://www.prairiefarms.com/milksnacks>



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Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 900 farm families, 5700 employees, 42 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, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the 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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