



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION:**

Nicole Postin  
314-771-4407 Ext. 286  
npostin@prairiefarms.com

**Prairie Farms Naturally Good Ice Cream Launches in time for National Ice Cream Month**

*It's back to the basics with simple ingredients*

CARLINVILLE, Ill. (July 7, 2017) – Just in time to celebrate National Ice Cream Month, Prairie Farms has unveiled Naturally Good Ice Cream in over twenty flavor varieties. Available now at participating retail outlets throughout the Midwest and South, Prairie Farms uses simple ingredients to craft rich and creamy Naturally Good Ice Cream. From tried and true classics, like Vanilla and Chocolate, to new trending favorites, including Sea Salt Caramel and Lemon Raspberry Cheesecake, the Naturally Good Ice Cream lineup offers a wide variety of scoops that will satisfy millions of Americans who claim ice cream is their favorite dessert.

“Our new Naturally Good Ice Cream was inspired by requests from our customers for ice cream made with fresh and simple ingredients,” said Rebecca Leinenbach, Vice President of Marketing and Communications at Prairie Farms. “We start with the highest quality milk available from our local family farms and mix in premium ingredients for an unmatched variety of flavors. Consumers recognize the value of supporting local farms and businesses, and our new “craft” package design clearly identifies our local heritage and naturally good standards.”

In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day, according to International Dairy Foods Association (IDFA). He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90 percent of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with appropriate ceremonies and activities.

Prairie Farms is honoring President Reagan’s proclamation by giving away “Ice Cream Socials” throughout the month, along with hundreds of coupons for free of Naturally Good Ice Cream. Each week in July, five lucky winners will receive a prize package with everything needed to throw an ice cream party. The hub for all National Ice Cream Month activities and be found at [Naturally Good Ice Cream](#).

Naturally Good Ice Cream joins an extensive lineup of Prairie Farms sweet treats, including Old Recipe Ice Cream, Home Style Churn Ice Cream, sherbet, frozen yogurt and over 100 varieties of North Star Novelties. For more information on Naturally Good Ice Cream, visit [Naturally Good Ice Cream](#). To learn more about North Star Novelties, visit [North Star Frozen Treats](#).



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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 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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