



FOR IMMEDIATE RELEASE

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America's First Milk Snack Bars Voted Dairy Foods' 2017 Best New Dairy Product

Prairie Farms' New Take on Chocolate Cake is a Game Changer for Snack Attacks

EDWARDSVILLE, Ill. (January 11, 2018) – The votes have been tallied, and it is official. Prairie Farms Milk Snack bars are 2017's Best New Dairy Product. Dairy Foods announced the results of their Best New Dairy Product poll on Monday, January 8, with Prairie Farms Milk Snack bars topping the list.

“We are honored to have our new Milk Snack bars chosen as the Best New Dairy Product in 2017,” said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. “We have led the industry with innovative products for 80 years, and we are raising the bar once again. Prairie Farms Milk Snack bars take snacking to a new level and give consumers permission to indulge in chocolate cake – anytime, anywhere. Not only are Milk Snacks America's first, they're America's best!”

The chocolate snack bars were introduced in October 2017. To help it stand out from the competition, the snack bar is America's first refrigerated snack cake bar to combine chocolate cake with a real whole milk crème filling. 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.

In early December, Dairy Foods editors reviewed all new dairy products published in the magazine or on dairyfoods.com in 2017. Out of hundreds of new products, 30 dairy foods and beverages were nominated. Additionally, editors selected 10 favorites including new Prairie Farms Milk Snacks, based on product originality, packaging, and taste to the Top 10 Editor's Choice list. More than 3,000 website visitors voted between Dec. 1, 2017, and Jan. 5, 2018, crowning Prairie Farms in the end.

To celebrate the products' big win, Prairie Farms is launching a Milk Snack Payback Sweepstakes to begin on Jan. 11 and run through Jan. 21, 2018. During the 11 day sweepstakes period, 100 lucky winners will be chosen daily from online entries to receive a coupon for one “free” bar. Additionally, from the online entries, on Jan. 21, 11 lucky grand prizewinners will be awarded a Milk Snack Pack, which will include 52 coupons for a year's worth of Milk Snacks and \$100 in gift coupons toward the purchase of Prairie Farms and/or North Star products. Lastly, a social media photo contest will be held for an additional way consumers can win a year's worth of their favorite dairy product, Prairie Farms Milk Snacks. Entries may be made online at 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, 45 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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