



**FOR IMMEDIATE RELEASE**

February 28, 2018

**FOR MORE INFORMATION:**

Rebecca Leinenbach  
314-614-4736  
rleinenbach@prairiefarms.com

**Prairie Farms Welcomes Spring with New MOOOO-licious Milk Flavors**

EDWARDSVILLE, Ill. (February 28, 2018) – Spring is just around the corner which means it’s time for new MOOOO-licious milk flavors from Prairie Farms - Chocolate Marshmallow, Strawberry Crème, Orange Crème and Egg Nog are available now through May, or while supplies last, at retail outlets throughout the Midwest and South.

"Our new MOOOO-licious milk flavors welcome Spring in the sweetest way possible. Whether it's a craving for chocolate, strawberry, or an orange creamsicle, Prairie Farms has a flavor for everyone," said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. "Offering consumers a variety of fun flavors throughout the year allows Prairie Farms to build on our leading market position as the top brand in the flavored milk category."

Prairie Farms’ MOOO-licious packaging breaks the existing category norms. Colors and illustrations play an important role in differentiating between milk flavors. For each of the four varieties, a playful cow floats in a flavor-coordinated ring in a whimsical sea of milk. Each quart carton has a pastel background with illustrations of flavor elements found in the products - like strawberries, marshmallows, orange crème swirls, and dark chocolate bars. Packaging elements, including on-pack recipes, were carefully chosen to celebrate the joy of spring.

As one of the strongest farmer-owned dairy cooperatives in the United States, Prairie Farms consistently outperforms the competition in sales and flavor innovation. In Great Lakes Multi Outlet Geography, as defined by IRI, Prairie Farms is the number one brand within the refrigerated flavored milk category. In 2017, Prairie Farms Salted Caramel Milk was declared “Best of the Best” in the World Dairy Expo Championship Contest with a perfect score of 100 points.

Prairie Farms will celebrate the launch of its MOOO-licious milk flavors with sweepstakes, giveaways, in-store sampling and other special surprises. Suggested retail is \$2.40 per quart, but prices may vary by location. For more information, <https://www.prairiefarms.com/springmilks>

###



Locally Owned. Locally Produced. Since 1938.



**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](http://Prairiefarms.com)



Locally Owned. Locally Produced. Since 1938.