



**FOR IMMEDIATE RELEASE**  
July 10, 2018

**FOR MORE INFORMATION:**  
Darin Copeland  
618-659-5191  
dcopeland@prairiefarms.com

## **Prairie Farms' Milk Snack Bars Voted Tops in Refrigerated & Frozen Foods' 2018 Best New Retail Products Contest**

### *America's First Refrigerated Snack Cake Bar Finds Chocolate Based Success*

EDWARDSVILLE, Ill. (July 10, 2018) – The votes are in and Prairie Farms Milk Snack bars are the winners of the sixth annual Refrigerated & Frozen Foods [2018 Best New Retail Products contest](#). Refrigerated & Frozen Foods announced the results of their poll on Monday, July 9th, with Prairie Farms Milk Snack bars topping the list.

Between August 2017 and February 2018, Refrigerated & Frozen Foods' editor-in-chief Marina Meyer reviewed hundreds of new retail and beverage products to decide which would be named to their annual Top 5 Best New Retail Products list. Sixteen refrigerated and frozen foods and beverages were selected for the list including some tough competition from a wide-range of products including frozen beef patties, pan pizza, and even bite sized snacks. Products for the contest were selected based on uniqueness to the market, packaging enhancements, on-trend flavor profiles, consumer need and better-for-you ingredients. After the votes were tallied – Prairie Farms Milk Snack bars emerged #1!

“It is an honor for our Milk Snack Bar to be recognized by Refrigerated & Frozen Foods as 2018's Best New Retail Product,” said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. “We are thankful to all of our supporters for helping us place first in the contest.”

Introduced in October of 2017, Milk Snack bars quickly became a hit as America's first refrigerated snack cake bar. By combining chocolate cake with a real whole milk crème filling, Prairie Farms created a simple, yet delicious snack with an ingredients list that contains no artificial colors or preservatives. Milk Snack bars are also sold under the Hiland Dairy label.

“Consumers are looking for new and exciting experiences, so we combined bakery and dairy for a new take on chocolate cake to meet their snacking needs,” said Leinenbach. “Research shows that taste, convenience and nostalgia are all important factors behind why consumers decide to purchase snack cakes. Prairie Farms Milk Snacks provide all three in an affordable, anytime, anywhere option.”

To celebrate the products' big win, Prairie Farms is launching a Milk Snack Payback Sweepstakes to begin on July 11 and run through July 31, 2018. During the sweepstakes period, 2,000 lucky winners will be chosen from online entries to receive a coupon for one “free” bar. Additionally, from the online entries, one lucky grand



Locally Owned. Locally Produced. Since 1938.



prize winner 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.

[www.prairiefarms.com/milksnacks](http://www.prairiefarms.com/milksnacks).

###

**Prairie Farms Dairy, Inc.** is one of the largest and most successful dairy cooperatives in the Midwest, with over 900 farm families, 5700 employees, 44 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.