



FOR IMMEDIATE RELEASE

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Prairie Farms Launches Lactose-Free Premium Chocolate Milk

Full-flavored Lactose-free Chocolate Milk Opens Door for More Consumers to Indulge

EDWARDSVILLE, Ill. (September 27, 2018) – Prairie Farms Dairy announced today the expansion of its product lineup to include lactose-free premium chocolate milk. Lactose-intolerant consumers looking to enjoy the great taste of premium chocolate milk without the unpleasant side effects now have an excellent fresh, locally produced option.

In recent years many consumers have focused their awareness of digestive wellness creating a unique opportunity for Prairie Farms to serve them with a lineup of lactose-free milks. Prairie Farms already produces several lines of [lactose-free white milks](#) and North Star® [lactose-free ice cream bars](#). The addition of lactose-free premium chocolate milk opens the door for millions of lactose-intolerant individuals and families who are looking to indulge the great taste of chocolate milk just in time for the fallidays.

“We frequently hear from consumers they would like to drink chocolate milk, but simply can’t because of their digestive issues,” said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. “Prairie Farms listened and I’m happy to report that we can now offer them a great-tasting premium chocolate milk with no flavor compromises.”

Powered by a variety of lactose-free real dairy milk options, Prairie Farms is challenging the notion that consumers must switch to almond or soy beverages in order to avoid digestive issues. When compared to those products, real milk sourced from cows offers the additional benefit of eight essential nutrients and vitamins including calcium, protein, vitamins A,D and potassium not found in water or plant-based alternatives.

“Prairie Farms dairy farmers and cows work extra hard to bring milk to consumers and our job is to find ways for everyone to enjoy it,” said Leinenbach. “Now everyone can benefit from the nutrition and great taste of Prairie Farms premium chocolate milk regardless of lactose intolerance.”

Prairie Farms lactose-free premium chocolate milk is now available in the dairy case at grocery, convenience, and dollar stores in half gallons. To view our full line of products, recipes and awards visit PrairieFarms.com.



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Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 800 farm families, 6000 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.



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