



## FOR IMMEDIATE RELEASE

March 20, 2019

## FOR MORE INFORMATION:

Darin Copeland

618-659-5191

dcopeland@prairiefarms.com

### Prairie Farms MOOOO-licious Milk Returns for Spring

**EDWARDSVILLE, IL.** (March 20, 2019) – Spring is here and that means Prairie Farms’ MOOOO-licious flavored milk has returned to the dairy case. 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.

“We can’t think of a better way to celebrate spring and warmer weather than offering up some tasty flavored milk for the season,” said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. “Regardless of the season – Prairie Farms has the market covered as a top brand in the flavored milk category.”

Prairie Farms’ MOOO-licious milk made a splash into the flavored milk category in 2018 with vibrant color packaging and illustrations that 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 illustrates flavor elements found in the products including strawberries, marshmallows, orange crème swirls, and dark chocolate bars. Packaging elements, including on-pack recipes, were carefully chosen to celebrate the joy of spring.

Flavor innovations are a hallmark of Prairie Farms’ products which use milk provided by local dairy farms across the midwest. In the Great Lakes Multi-Outlet Geography, as defined by [IRI](#), Prairie Farms is the number one brand within the refrigerated flavored milk category. In 2018, Prairie Farms Premium Chocolate Milk was declared “Grand Champion” in the World Dairy Expo Championship Contest with a near-perfect score of 99.9 points.

Enjoy the great taste of spring by joining [Our Spring-Tastic MOOvement sweepstakes](#). Pledge your support for local dairy farmers and enter to win free weekly dairy products! You’ll also receive exclusive Prairie Farms product offers not available anywhere else. For more information about MOOOO-licious spring milk or other Prairie Farms products, please visit [www.prairiefarms.com](http://www.prairiefarms.com).

**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,



Locally Owned. Locally Produced. Since 1938.



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.



Locally Owned. Locally Produced. Since 1938.