



FOR IMMEDIATE RELEASE

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Prairie Farms Introduces Premium Small Batch Ice Cream

Ice Cream made in Small Batches with Milk from Local Dairy Farms - Fresh, Simple Ingredients

EDWARDSVILLE, IL. (April 24, 2019) – Prairie Farms Dairy is taking its eight decades of ice cream making experience in a new direction with the introduction of [Small Batch](#) – ice cream blended in small batches and made with only the finest ingredients.

Prairie Farms’ Premium Small Batch Ice Cream starts with nothing more than simple ingredients including milk, cream, and sugar. The milk and cream is sourced from our family-owned local dairy farms, many of which have been in business for generations. Premium Small Batch is available in 25 rich and creamy flavors giving ice cream lovers the variety and palate-pleasing tastes they desire in a premium ice cream.

“Knowing where food comes from is a big topic with consumers. At Prairie Farms, we own the farm-to-table cycle because we don’t just work for the dairy, we are the dairy. Milk from our farm is delivered to our Decatur ice cream plant – just 50 miles away. Now that’s local,” said David Butler of Bluff Ridge Farms in Arrowsmith, Illinois. “Small Batch really is ice cream with a purpose. Consumers are getting more than premium ice cream, they’re supporting local dairy farmers who are committed to providing the safest and highest quality ice cream in America.”

“Our simple ingredients and small batch process deliver a taste that’s best-in-class,” said Prairie Farms Corporate Chef, Rob Lagerloff, the architect behind the Small Batch taste explosions. Chef Rob combined his culinary training with technical expertise to develop custom formulations into tempting new flavors like Black Raspberry Chocolate Chip, Brown Butter Maple, and Chocolate Malted Milkshake.

Americans have a love affair with ice cream, but they’re increasingly concerned about the transparency of everything that’s in it. Consumer surveys show families with children and millennials are avoiding foods with chemicals, artificial flavors, colors, and sweeteners. They’re also concerned about the use of growth hormones, antibiotics, and high fructose corn syrup. Natural ingredients are preferred, and that’s exactly what Prairie Farms’ new Premium Small Batch Ice Cream delivers.

Prairie Farms’ Premium Small Batch Ice Cream is now available in the freezer section at your favorite grocery stores. Consumers can Join our MOOvement by visiting [Small Batch Ice Cream Page](#) to pledge support for local dairy farmers and register to win weekly ice cream prizes. To view our full line of products, recipes and awards visit [PrairieFarms.com](#).



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 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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