



FOR IMMEDIATE RELEASE

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Cheer Starts Here with Prairie Farms New Chocolate Custard

An unmatched flavor lineup just in time for the holidays!

EDWARDSVILLE, Ill. (October 30, 2019) – Prairie Farms is celebrating the holiday season with the addition of palate-pleasing Chocolate Custard. This rounds out a complete line of holiday milk flavors, including chocolate mint, sugar cookie, maple pecan, pumpkin spice, egg nog, and custard.

Sharing Prairie Farms Egg Nog and Holiday Custard is already a family tradition. As a southern favorite for years, “regular” custards and nogs have gained popularity in other regions, including the Midwest. Because of this, we’re expanding our holiday custards to include another American flavor favorite – chocolate.

Prairie Farms’ Egg Nogs and Holiday Custards are made with classic recipes that blend locally produced milk, cream, sugar, and egg yolks with just the right amount of spices to produce a delightful holiday treat. The addition of chocolate to the lineup completes the taste explosion. No celebration is complete without them.

“Simple ingredients combined with fresh milk deliver a chocolate custard that’s sure to delight for the holidays,” said Prairie Farms Corporate Chef, Rob Lagerlöf, the architect behind our delicious line of Holiday Nogs and Custards. “I’ve taken recipes handed down through generations and combined them with my culinary training to create delicious new flavors like Chocolate Custard for everyone to enjoy.”

As with all Prairie Farms dairy products, Chocolate Custard is made with no artificial growth hormones and a commitment to cow care and sustainability. You can always count on freshness because milk from our farms is immediately delivered to the local plant where it’s processed to preserve the flavor and quality our customers expect.

Prairie Farms Chocolate Custard is now available in the dairy section at your favorite grocery stores. Visit our [seasonal milk page](#) to learn more about the holiday flavored milk line up. To view our full line of products, recipes, and awards visit 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,



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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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