



FOR IMMEDIATE RELEASE

November 12, 2019

FOR MORE INFORMATION:

Darin Copeland

618-659-5191

dcopeland@prairiefarms.com

Prairie Farms New Sour Cream Pouch is the Perfect Companion for Holiday Recipes

Squeeze what you need. No spoon required.

EDWARDSVILLE, Ill. (November 12, 2019) – Prairie Farms Dairy announced today the expansion of its product lineup to include [12oz squeezable pouches of all natural sour cream](#). Just in time for holiday entertaining, consumers can now squeeze their way to sour cream happiness from the convenience of a flip-open pouch.

"We understand families are busier than ever, and our new pouch sour cream makes it easy and fun to top off their favorite food and recipes. We're happy to provide them with a quick option for an impressive presentation," said Rebecca Leinenbach, Vice President of Marketing and Communications at Prairie Farms. "Support from our farmer-owners allowed us to invest in the technology to bring this product to the dairy case. Unlike many sour cream brands on the market today, Prairie Farms' award-winning sour cream is made with local milk and cream that travels from our family farms to our manufacturing facilities within 24 hours. Local and fresh is our brand promise!"

Retail data trends show that consumers want products that offer both value and convenience in easy to use packaging. Prairie Farms' innovative new stand up sour cream pouches provide the perfect match of quality and innovation. It's now easier than ever to top off those tacos, chili bowls, and potatoes - then put the rest back in the fridge for later. Add extra pizzaz to any holiday recipe with the convenience of our new squeezable sour cream pouches.

Prairie Farms' all natural sour cream is a best in class product as judged by the 2019 Illinois, Missouri, and Kentucky State Fairs. It's made with three simple ingredients including cream, real skim milk, and contains no artificial growth hormones.

Prairie Farms' 12oz all natural sour cream is now available in the dairy case at your favorite grocery stores. Consumers can visit our sour cream landing page to support local dairy farmers and register to win Prairie Farms prize packs, including sour cream. 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



Locally Owned. Locally Produced. Since 1938.



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.



Locally Owned. Locally Produced. Since 1938.