



FOR IMMEDIATE RELEASE

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Prairie Farms Reveals 18 New Ways To Snack

Lineup includes one-of-a-kind flavor options

EDWARDSVILLE, Ill. (April 5, 2021) – Prairie Farms Dairy, a cooperative owned by more than 800 dairy farm families, is launching 18 new ways to snack with the introduction of Small Batch Cream Cheese Spreads in 3.5-ounce cups and Small Batch Ice Cream pints. From Sea Salt Caramel Cream Cheese Spread to Savannah Fudge Pie Ice Cream and everything between, they start the same way with 100% real milk and cream from local farm families.

The cream cheese spread and ice cream lineups include one-of-a-kind flavors within their respective categories, like Honey Vanilla and Sea Salt Caramel Cream Cheese Spreads, and The Hill and Savannah Fudge Pie Ice Cream. A total of six cream cheese flavors and twelve ice cream flavors are included in the snacking launch.

“Launching 18 new snacking options is an extraordinary first for Prairie Farms. Our new products and flavors address the thriving snacking category, which has seen unprecedented growth – despite pandemic-driven changes in shopping and working routines,” said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. “Our cream cheese spreads and ice cream offer convenience, value, and permission to indulge. The flavor variety makes personalized snacking easy for all family members. Equally important, however, Prairie Farms has been a tried and true comfort brand for over 80 years. Our farm-to-table values align with our customers’ expectations for quality, food safety, and transparency.”

Prairie Farms Small Batch Cream Cheese Spreads are made with award-winning Neufchatel cheese. The 3.5-ounce right-size cups are available in six flavors: Garden Veggie, Honey Vanilla, Onion & Chive, Plain, Sea Salt Caramel, and Strawberry.

Prairie Farms Small Batch Ice Cream is available in pint cartons in seven craveable classics: Belgian Chocolate, Black Walnut, Butter Pecan, Cookies ‘N Cream, Homemade Vanilla, Vanilla, Vanilla Bean; and five custom combos: Caramel Praline Pecan, Savannah Fudge Pie, Salted Caramel Toffee Brittle, Strawberry Shortcake and The Hill.

The new introductions build on the success of Prairie Farms’ current Best-In-Class Cream Cheese 8 oz. Brick and Small Batch Ice Cream 48 oz. Multi-serve, which grew 50% and 180% respectively in 2020. The growth was driven by pandemic-related behaviors like cooking at home and the desire for indulgent treats that filled the gap when restaurants and ice cream shops were forced to close at the onset of COVID-19.



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Support for the launch includes weekly giveaways, in-store point of sale, video content spotlighting behind-the-scenes visits with Chef Rob on his inspiration for creating the custom-blended ice cream flavors, and much more. Consumers are invited to visit our landing pages at prairiefarms.com/smallbatch or prairiefarms.com/smallbatch-spreads to learn more.

Prairie Farms' Small Batch Ice Cream Pints and Cream Cheese Spreads are now available in the freezer and dairy sections at retail and foodservice outlets throughout the Midwest and parts of the South. 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 and parts of the South. Elements of the cooperative include more than 800 farm families, 8100 employees, 51 manufacturing plants, over 100 distribution facilities, and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry 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, foodservice 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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