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PRESS RELEASE

FOR IMMEDIATE RELEASE

Prairie Farms Dresses Fall Favorites in Playful New Cartons

Pumpkin Spice and Chocolate Peanut Butter Cup flavored milks arrive in new limited-edition quart packaging

EDWARDSVILLE, IL — SEPTEMBER 8, 2026 — Prairie Farms' fall favorites are showing up in costume this year. Pumpkin Spice and Chocolate Peanut Butter Cup flavored milks will begin arriving at participating retailers in newly designed, limited-edition quart cartons in early September.

Each colorful carton showcases its own illustrated Trick-or-Treat character. Pumpkin Spice features a cheerful jack-o'-lantern sipping a pumpkin-spice drink, while Chocolate Peanut Butter Cup is wrapped like a friendly mummy. Warm fall colors, festive scenes, and the Prairie Farms Holiday Collection banner tie the two designs together, making the limited-time flavors easy to spot in the dairy aisle.

"The new cartons are every bit as fun as the flavors inside," said Ryan Murphy, vice president of marketing at Prairie Farms. "We wanted packaging that would capture the season's excitement and stand out in the dairy case. Pumpkin spice and chocolate peanut butter are flavors people look forward to, and these playful designs give shoppers another reason to pick them up while they're available."

Inside the cartons, Pumpkin Spice Milk delivers the warm, familiar flavor of fall, while Chocolate Peanut Butter Cup Milk pairs rich chocolate with the unmistakable taste of peanut butter. Both can be enjoyed cold from the glass, paired with a favorite snack, or used to add a creamy twist to seasonal drinks and desserts.

The seasonal flavored milks will begin arriving in stores in early September. Shoppers can look for the new quart cartons at their favorite retailers that carry Prairie Farms products. Both flavors will be available for a limited time while supplies last. Product selection and availability may vary by market and retailer. For more information visit [PrairieFarms.com](https://www.PrairieFarms.com)

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About the Prairie Farms Family of Companies



Prairie Farms is one of the largest and most successful dairy cooperatives operating in the Midwest and South. The cooperative includes more than 500 farm families, 7,000 associates, 48 manufacturing plants, and over 100 distribution facilities, with annual sales exceeding \$4.69 billion. Prairie Farms is a nationally recognized leader in the dairy industry, setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., Prairie Farms' distribution footprint covers over 30 percent of the United States. For more information, visit PrairieFarms.com.