



FOR IMMEDIATE RELEASE

March 7, 2016

FOR MORE INFORMATION

Emily Hereford

Phone: 314-771-4407 Ext. 286

E-mail: ehereford@prairiefarms.com

North Star Rolls Out New Ice Cream Treats for 2016!

CARLINVILLE, Ill. (**March 7, 2016**) – Just in time for warmer weather, Ice Cream Specialties, a division of Prairie Farms Dairy, is proud to introduce a brand new lineup of delectable North Star ice cream treats that are sure to make anyone's mouth water.

North Star, the fastest growing ice cream brand in the U.S. among the Top 10 Industry Leaders, continues to wow consumers with their delicious and innovative products. The new treats will be hitting the shelves at retail outlets nationwide during the first week of March.

The new products include the country's first lactose-free real ice cream bars, available in four delicious flavors – Raspberry & Vanilla Split Bar Half Dipped in Chocolate, Chocolate Fudge, Vanilla Caramel Latte Split Bar Half Dipped in Chocolate and Chocolate & Vanilla Split Bar Half Dipped in Chocolate. By adding a natural enzyme to real ice cream, the lactose is split into two different sugars which eliminates the discomfort normally caused by lactose in dairy products. Add to that the unique flavors, split bar process and half dip feature and you have a product that is sure to be a hit.

Following the success of North Star Death by Chocolate, Ice Cream Specialties created the newest addition to their premium and indulgent ice cream bar line, the North Star Pistachio Ice Cream Bar. Pistachio ice cream half dipped in rich chocolate is sure to please anyone looking for a rich taste.

Known for their line of premium six pack ice cream sandwiches and cones, Ice Cream Specialties created the North Star Sea Salt Caramel Ice Cream Sandwich, blended with sweet caramel flavor and a slightly salty taste surrounded by two premium vanilla wide wafers, and the North Star Black Raspberry Crunch Cone, a chocolate cone with creamy black raspberry ice cream topped with chocolate crunchies.

Ice Cream Specialties, Inc. offers the North Star brand of frozen treats throughout the country, from California to Florida and Texas to Minnesota. North Star is available in a full line of over 100 novelties and frozen treats for foodservice venues of all types and sizes, including schools.

For more information on the North Star brand, including a complete list of products, please visit northstarfrozentreats.com.

About Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 600 farm families, 5700 employees, 35 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 and dairy products. With headquarters in Carlinville, Ill., 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. [Prairiefarms.com](#)

About North Star

Ice Cream Specialties is the frozen novelty division of Prairie Farms Dairy, Inc. - one of the largest and most successful farmer-owned dairy cooperatives in the Midwest. Ice Cream Specialties manufacturers and distributes of all types of frozen treats ranging from ice cream bars and sandwiches, to fudge bars and pops, for the popular North Star brand as well as many leading national brands. Operating plants are located in St. Louis, Missouri and Lafayette, Indiana. Key distribution centers are located in Merrillville, Indiana, and St. Louis, Missouri.

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