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ALDEN'S ORGANIC LAUNCHES THREE DAIRY FLAVORS FANS HAVE BEEN ASKING FOR

The makers of America's best-selling organic ice cream debut new irresistible flavors

EUGENE, Ore. - February 12, 2020 - Alden's Organic fans have been heard. America's best-selling organic ice cream is now offering two new 14 oz. pints and one 48 oz. squround that will spark a good time year round.

- **Ooey Goopy Brownie** (SRP: \$5.49-\$5.99)
Rich organic chocolate ice cream loaded with organic brownies and decadent fudge
- **Peachy Keen Twist** (SRP: \$5.49-\$5.99)
Organic peach and sweet cream ice cream swirled with organic blackberries
- **Old Fashioned Vanilla** (SRP: \$7.99-\$8.49)
Creamy classic organic vanilla



Alden's Organic prides itself on making organic ice cream irresistible for all and taking consumer feedback seriously. "Peach has proven to be popular year round and our fans have been asking for a brownie flavor for years. We are proud to go all in on these new products that deliver delicious true-to-flavor taste that Alden's Organic is known for," says President and CEO Eric Eddings.

Alden's Organic's line of 14 oz. pints, launched in 2019, is exceeding expectations. With the addition of these two new offerings the line will offer consumers ten irresistible options. "Consumers are looking

for flavor variety in a personal indulgence size that allows them to try several at a time. We are responding to consumer demand for this line by expanding it,” says Eddings.

Alden’s Organic will also be adding a third vanilla to their family of 48 oz. sqrounds, with the release of Old Fashioned Vanilla. “Consumers are passionate about vanilla and our Vanilla Bean and French Vanilla are top sellers. Our new Old Fashioned Vanilla will provide a third classic option that is crafted for everything from ice cream recipes to milkshakes,” says Eddings.

The new flavors are currently on shelf at NCG, New Seasons, Market of Choice, Select Natural Grocers and PCC and will be rolling out in more stores nationwide in the coming months.

About Alden’s Organic

Alden’s Organic is America’s best-selling organic ice cream*. The brand was launched in 2004 in Eugene, Oregon where they still make every batch. Alden’s offers a full range of family and personal indulgence size ice cream, frozen novelties and dairy-free frozen desserts. Alden’s products are certified organic, non-GMO, and are available at over 10,000 natural, specialty and traditional stores across the U.S. The brand’s parent company, Oregon Ice Cream, is privately owned and has been making ice cream in Eugene, Oregon since 1938. For more information visit: <https://www.aldensicecream.com>.

*Source: SPINS Natural Channel, 52 Week Ending 12/29/2019