



Media Contact:

Camryn Jun, Soda Pop Public Relations

[camryn@sodapop-pr.com](mailto:camryn@sodapop-pr.com) // 949-232-8077

FOR IMMEDIATE RELEASE

## **ALDEN'S ORGANIC SUMMER BAR COLLECTION TRANSFORMS CLASSIC BEVERAGES INTO ICE CREAM**

*The makers of America's best-selling organic ice cream tap into nostalgic flavors with new dairy free and gluten free novelties*

**EUGENE, Ore. – June 15, 2021** – Just in time for National Ice Cream Month and the summer ice cream season, Alden's Organic, America's best-selling organic ice cream, is launching a collection of ice cream bars inspired by classic beverages: Strawberry Lemonade, Root Beer Float and Horchata. These fun and refreshing novelties were inspired by nostalgic, summer memories.

"Our team has done an incredible job bringing these popular beverages to life through our novelties. With each bite you get true-to-flavor taste from our organic ingredients. For example, the Root Beer Float Bar will instantly take you back to enjoying a cold, crisp root beer with vanilla ice cream on a hot summer day," says SVP of Sales & Marketing, Joelle Simmons.

In 2020 alone, Alden's Organic saw a 50% growth for their most nostalgic items like Old School Vanilla Ice Cream Sandwiches and Classic Fudge Bars and recent trend reports show that consumer craving for comforting flavors is extending into 2021.

"Consumers are looking for familiar foods and flavors without the allergens. The new Summer Bar Collection offers both certified gluten free and vegan options, so everyone can enjoy," says Simmons.

The three new Summer Bar Collection flavors are currently available online, as well as in grocers nationwide like Sprouts and Costco (SRP: \$4.99-5.49):

- **Dairy Free Strawberry Lemonade Bar** - Lemon dairy-free dessert swirled with real organic strawberries (Certified Vegan)
- **Root Beer Float Bar** - Root Beer sherbet swirled with organic vanilla ice cream (Certified Gluten Free)
- **Dairy Free Horchata Bar** - Rich dairy-free dessert with sweet cinnamon swirl (Certified Vegan)



To celebrate the launch, Alden's Organic is giving away a year supply of ice cream to five lucky winners during National Ice Cream Month. The giveaway will go live July 1, and winners will also receive swag to host their own ice cream party. For more information visit:

<https://www.aldensicecream.com/summer-bar-collection/>.

### **About Alden's Organic**

Alden's Organic was launched in 2004 and is America's best-selling organic ice cream\*. The brand offers a full range of family and personal indulgence size ice cream, frozen novelties and dairy-free frozen desserts. Available at over 10,000 natural, specialty and traditional stores across the U.S., Alden's Organic products are non-GMO and certified organic. 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 3/21/21