

Prairie Farms Dairy
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FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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Prairie Farms and PEEPS® Introduce PEEP-tastic Milk Flavors!

Carlinville, IL (March 2, 2015) – Nothing says Spring like Easter and PEEPS®! Just in time for Easter, something special is hopping onto shelves this year: Prairie Farms PEEPS® flavored milk! This tasty collaboration will bring Spring to life in the dairy department with twice the Easter fun.

With Prairie Farms, a market leader in flavored milk sales, and PEEPS®, the number one non-chocolate candy brand at Easter (according to IRI), creating a line of flavors that joins the two strong brands was an obvious choice. The new limited-edition PEEPS® Milk will be hitting the shelves at retail outlets throughout the Midwest during the first week of March in three delightfully creamy flavors - Marshmallow Milk, Chocolate Marshmallow Milk, and Easter Egg Nog.

“Our customers want variety and we’re thrilled to partner with PEEPS® to bring America’s newest milk flavors to the dairy case. Prairie Farms PEEPS® Milk is 100 percent real milk balanced with just the right amount of premium ingredients to deliver sweet PEEP-tastic flavor – sure to delight consumers of all ages,” said Rebecca Leinenbach, Prairie Farms Vice President of Marketing and Communications. “The PEEPS® Milk carton graphics will stand apart from other products in the dairy case. They are colorful and playful and feature the beloved PEEPS® shapes along with fun recipes on the side panels.”

“PEEPS® marshmallow is iconic symbol of Easter and springtime, but enjoyment of the product extends well beyond eating the cute treats,” said Noelle Porcoro, PEEPS® Senior Brand Manager. “Through our exciting partnership with dairy leader Prairie Farms, fans will be able to express their PEEPERSONALITY® in new ways this spring with PEEPS® Flavored Milk products, using the limited edition beverages in recipes, coffee or as an accompaniment to a favorite cereal.”

In addition to the release of Prairie Farms PEEPS® flavored milks, Prairie Farms will be hosting a recipe contest from March 9th through April 5th. Consumers are invited to upload a recipe and photo featuring at least one Prairie Farms product and their favorite PEEPS® marshmallow treat. Every day, five submissions will be randomly selected to receive a prize package. Weekly prizes will also be awarded to entries in the form of an Easter basket prize package. The weekly winner’s basket will contain a \$250 cash prize plus \$100 towards the purchase of Prairie Farms products and the winner will choose a food bank participating in Our Caps Your Cause to receive \$250 in product donations.

The product launch and recipe contest will have full marketing support – including a full-page print FSI on March 8th, digital advertising, in-store point of sale and displays, social media posts and public relations events. Promotion activities on Prairie Farms website will include coupons, serving suggestions, and Easter recipe videos from Chef Rob! Full details on the promotions can be found at www.prairiefarms.com/seasonal_favorites. For more information on PEEPS®, please visit <http://www.marshmallowpeeps.com/>

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About Prairie Farms Dairy

Headquartered in Carlinville, IL, Prairie Farms Dairy represents over 700 farm families and is one of the largest and most successful farmer-owned dairy cooperatives in the Midwest. Prairie Farms has manufactured and delivered dairy products for over 75 years and is committed to producing the highest quality milk and dairy products available - without the use of artificial growth hormones. Prairie Farms award winning product portfolio includes a complete line of fluid milk products, cottage cheese, sour cream and dips, yogurt, half and half, whipping cream, juice and juice drinks, ice cream and novelties. Prairie Farms charitable giving program, Our Caps, Your Cause, supports hundreds of non-profit organizations and gives back to the communities where our farm families and employees live and work.

About Just Born Quality Confections

Just Born Quality Confections is a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS[®], HOT TAMALES[®] and MIKE AND IKE[®] Brand candies. GOLDENBERG'S[®] PEANUT CHEWS[®] Brand candies are produced in Philadelphia, PA. In 2015, the MIKE AND IKE[®] Brand celebrates its 75th Anniversary, while the HOT TAMALES[®] Brand celebrates its 65th anniversary. All Just Born candies are made in the U.S.A.

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