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Nationally Renowned and Celebrity Favorite: Graeter's Ice Cream Now Available in Denver *Ice Cream of the Stars now available in Denver King Soopers*

CINCINNATI, Ohio – The nationally renowned favorite ice cream that Oprah Winfrey declared the “best ice cream I have ever tasted” will now be available in many King Sooper stores throughout Denver. Today, Graeter's ice cream launched a trial placement of twelve of its ice cream flavors in approximately 30 King Sooper stores throughout the Denver, Colorado area.

Graeter's has a strong mail order following and is loved by people all over the country, far outside the Midwest. In addition to Oprah, celebrities who have touted their love of Graeter's ice cream include: Sarah Jessica Parker, George Clooney, Bobby Flay, Ashley Judd, Tony Kornheiser, and David Letterman, among many, many others. The intense following for the ice cream is due in large part to the fact that Graeter's ice cream is produced just two gallons at a time using the traditional French Pot Process and a family recipe handed down through four generations. Each recipe starts with fresh cream, 100% cane sugar, and other all-natural ingredients, which are then slowly chilled and gently folded together, followed by the addition of rich dark chocolate to form the renowned chocolate chips. The tag line is “you'll melt when you taste it,” referring to the soft chunks of chocolate in the ice cream. The dense, creamy texture of Graeter's ice cream, combined with its signature, giant, melt-in-your-mouth chocolate chips make this ice cream a taste experience like no other; in fact, the ice cream is so rich and dense that each pint weighs nearly one pound. “We are thrilled to introduce Graeter's ice cream to Denver,” said Richard Graeter, executive vice president of Graeter's. “It is our very first test market outside the Midwest, and the first time

that we have launched in grocery stores only. The leap was somewhat easy, due to our great relationship with Kroger – the parent of King Sooper – in Cincinnati.”

In the first phase of the Denver trial, customers will be able to discover flavors such as: Chocolate Chocolate Chip, Vanilla Chocolate Chip, Butter Pecan (Oprah’s favorite), and Graeter’s signature flavor, Black Raspberry Chocolate Chip. Previously, the only way to get Graeter’s ice cream in Denver was through Graeter’s next day delivery service, at a price of just over \$13 per pint, delivered. Now Denver devotees can find it in select King Sooper’s for under \$5 per pint.

Graeter’s is one of the oldest family-owned ice cream makers in the country. Sold out of the front room of their Cincinnati home, Louis and Regina Graeter began making ice cream and chocolate confections in the late 1800s. Regina continued to grow the business after her husband’s death, until her sons took over and subsequently passed it down to their children. In 2004, the fourth generation of the Graeter family took ownership of the then 134 year-old ice cream company, which continues to expand and grow today.

About Graeter’s

Graeter’s ice cream is a renowned brand with national prestige, that has become synonymous with indulgent taste experiences since 1870. Known nationally for its famous French Pot ice cream, Graeter’s is one of the oldest continuously family-owned ice cream makers in the country. The founder’s great grandsons still faithfully use the finest quality ingredients, trusted recipes and original methods of production. Graeter’s has close to 50 retail ice cream stores in Cincinnati, Columbus, Dayton, Northern Kentucky, Louisville and Lexington, and ships ice cream via its mail order business to the 48 contiguous United States. To learn more about Graeter’s, go to www.graeters.com.

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