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Graeter's Has a New Look, but Same Irresistible Flavor *Graeter's Introduces New Packaging for Customer Convenience*

CINCINNATI, Ohio –Graeter's dense, creamy ice cream and famous chocolate chips may be 138 years old, but in the coming weeks, customers will find some of the most popular flavors sporting new clothes. In an effort to make it easier for customers to find some of the most popular flavors, Graeter's is introducing pints in new flavor-specific containers. Colorful bands on the lids and bottoms of the pints will correspond to each flavor of ice cream, and the familiar lid flavor graphic will now be on the pint body below the logo. For example, Graeter's signature Black Raspberry Chip will feature a purple color band around the lid and the bottom of the pint, with a plump black raspberry and chocolate chunk graphic on the pint body.

"We are always looking for ways to better serve our customers," said Richard Graeter, executive vice president of Graeter's. "The new color-coded pints will make finding a favorite flavor much easier."

In addition to the change in pint color, Graeter's has also clarified the names of two long-standing flavors. Double Chocolate Chip will now be Chocolate Chocolate Chip and regular Chocolate Chip is now Vanilla Chocolate Chip.

First available in Kroger and Graeter's retail stores, the new color-coded pints will be released as supply dictates. First on the list will be Chocolate, Vanilla Chocolate Chip and Chocolate Chocolate Chip; soon to be followed by Butter Pecan and Black Raspberry Chip. This new packaging will eventually be used for the majority of Graeter's more than 30 traditional and specialty flavors.

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About Graeter's

Graeter's is a Cincinnati brand icon, 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. In addition to ice cream, Graeter's product offering includes an extensive line of candy and bakery products sold throughout 14 stores in Cincinnati. Graeter's also has 30 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.