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## WHAT'S NEW: LALOO'S RICH AND CREAMY HANDCRAFTED ICE CREAMS AMAZINGLY LOW IN FAT AND CALORIES -- INDULGE YOUR CRAVINGS

### DIVE INTO SUMMER 2008's NEWEST FLAVORS

Laloo's: Top 3 Ice Cream Of 2007 (The Food Network)  
"The Holy Grail Of Low Fat Ice Cream" (The Wall Street Journal)



**Petaluma, Calif.** -- (Feb. 27, 2008) -- What's better than gelato and scooping up ice cream lovers from coast to coast? Laloo's rich and creamy handcrafted ice creams! Laloo's is available in a range of gourmet low-fat, low-cal flavors so we can all indulge without the guilt. Laloo's (pronounced Lay-Looz) ice cream is one of the most unique artisan ice creams available. Premium without being pretentious, even the look of the country quilt-like pattern on its colorful pint packaging says "hey, this is made with a lot of love."

#### **Dive into Laloo's New Flavors for Summer 2008**

Since Spring is just around the corner and July is National Ice Cream Month, this is the perfect opportunity to taste the new ice cream flavors of 2008 like: **Choc-O-L'Orange:** our sinfully luxurious artisan blend of Sharffen Berger chocolates with just a hint of orange zest; **Cherries Tuilerie:** tiles of dark chocolate compliment beautiful blackheart cherries in our probiotic rich and creamy frozen yogurt; and **Cajeta:** Mexican Caramel and Texas Toffee frozen yogurt – think Dulce La Leche with a sweet crunch that will remind you of a trip to the old fashioned candystore!

#### **Slow Farmed and Kitchen Fresh**

Laloo's is not only delightfully good, but also good for you and good for the planet. Laloo's is naturally low in lactose and an excellent alternative for those who can't tolerate milk. Even if you can have dairy, Laloo's contains merely half the calories and less than half the fat of most ice creams – great news for the 93 percent of U.S. households that consume ice cream!

### **Chief Flavor Officer and Founder**

Laura Howard founded Laloo's (her childhood nick name) in 2004 after a yoga teacher encouraged her to compliment her yoga practice by eating only clean food. In order to satisfy her intense ice cream cravings without the mucus forming properties of milk, she began trying dairy alternatives, but couldn't find anything "foodie" enough at the health food stores to satisfy her gourmet palate.

After discovering the miraculous properties of goat's milk and goat's cheese, she created the world's first goat milk ice cream company. Located in Petaluma, California, Laloo's supports a small sustainable family farm that is humane certified. Howard makes ice cream in small batches. "Slow farmed and kitchen fresh" is the Laloo's motto.

### **Lactose Friendly and KOSHER!**

Even the 30-50 million Americans who suffer from lactose intolerance can enjoy Laloo's which is made the old-fashioned way, slow churned for extra creaminess from more easy to digest goat's milk, considered by many to be a "perfect food." The chemical structure of goat's milk is naturally low in fat and calories with more vitamins, calcium, and minerals than cow's milk. It is a complete protein containing all the essential amino acids without the heavy fat content and catarrh producing materials of cow's milk. Developing the perfect goat's milk ice cream recipe was the result of uncountable hours of learning, mixing, tasting (the best part!), and sourcing the finest ingredients. And Laloo's line of luxury ice creams & frozen yogurts will receive **KOSHER certification by the Orthodox Rabbinical Society of San Francisco.**

### **New Flavors and Frozen Yogurts**

Laloo's artisan ice cream are available nationwide at Whole Foods Markets and other premium grocers in 15 spoon-lickingly delicious flavors including: Vanilla Snowflake, Deep Chocolate, Black Mission Fig, Lemon Chiffon, Strawberry Darling, Chocolate Cabernet, Molasses Tipsycake, Pumpkin Spice and two new varieties – Capraccino and Rurplemint. Last summer, Laloo's introduced Brownie and Clyde and Raspberry frozen yogurts -- delicious probiotic treats with more live active cultures in one pint than found in a quart of yogurt!

Laloo's jam packs over a hundred million of these "friendly bacteria" into every pint. We do this because the shelf life of yogurt is somewhere between 20 and 40 days from the day it's made, but **ice cream lasts much longer so we overload on the starter culture.** This way, if you can activate your willpower of steel and not devour a pint of Laloo's the same day you bring it home, the probiotic goodness will still be there the next time you dip in for spoon lickingly deliciousness. We dare you to try!

Consumers are clearly buying. Overall yogurt sales have increased 33.4 percent in the past year, with \$718.9 million spent on the dairy product as compared to \$538.8 million the previous year according to SPIN\$scan, a ACNielsen market research firm.

### **Laura Talks About New Flavors**

**NEW FLAVORS:** "My daughter Tuilerie was given her name for the beauty that inspired Douglas and me in the Tuilerie Gardens in Paris. The blossoming cherry trees and weeping willows in a gentle spring wind whispering the sophisticated melody of our love story there was something I wanted to capture and recreate again and again. We found these wild cherries back in Tuscany and brought them back and began mixing them with what else? chocolate! This is my most exotic flavor yet!"

"In Los Angeles where I lived for a decade, we loved to go to the churrería stands at Sana Monica pier and get churros. Cajeta, I learned, was the creamy caramel center. I've added some of my favorite Texas toffee and the combination is heavenly."

## **Laloo's Award-Winning Gourmet Flavors**

Laloo's newest gourmet flavors delighted the palates of Sonoma's Harvest Fair Judges taking top honors at the 2007 Sonoma County Harvest Fair for the second year in a row, with Rumplemint winning the DOUBLE GOLD MEDAL and Capraccino taking home the SILVER MEDAL. Laloo's Raspberry frozen yogurt won the GOLD MEDAL for its starburst of tart raspberries fresh flavors, infused in Laloo's light healthy yogurt goodness! Rumplemint contains soft curls of dark chocolate especially imported from the home of the world's finest chocolate -- Zurich -- with fresh organic garden mint to make this the most rumplicious Laloo's flavor yet!

"Rumplemint is a fresh mint ice cream with the most decadent, melt in your mouth chocolate chips I have ever tasted," said Howard.

"I will have to be very careful not to put them into every flavor from now on!" Made in response to a flood of emails to Laloo's from consumers asking for a coffee flavor, Capraccino features a popular Italian espresso roast accompanied by espresso beans drenched in chocolate, and is inspired by Italy's popular gelatos.

## **Laloo's "Green" Ice Cream – Good For You and the Planet**

Goat Milk Ice Cream is also good for the environment. Goats are browsers not grazers, and contrary to popular belief, they are picky eaters. Goats eat the dry brush that causes fires and they eradicate poison oak. They don't decimate the land, they are light on their feet and because they are smaller they are the perfect addition to any biodynamic farm. In fact, goats actually help to aerate the soil where they browse and make it suppler for the natural habitat to grow.

Goats roam in tribes, and for the most part in American culture, are being cared for by smaller family farms with bio diverse crops and livestock. Our local family farm raises goats, pigs, a few cows and a host of green veggies. The goats are outside on the land in the sun and that makes for happy goats!

Small, profitable family farms are good for America. Laloo's owns a small bio-diverse farm in Petaluma where we breed Nubian goats and spend lots of time in the kitchen playing with things like figs and chocolate – it's a tough job but someone's gotta do it! Laloo's is humane certified, carbon neutral, GMO free and all natural. But, most of all Laloo's is delicious!

If you want to know how you can be a part of the green movement, look into where your food comes from. The next time you're looking for great tasting, epicurean ice cream that's good for you and good for the planet, remember Laloo's! Starting in April, visit [www.CleanFarmCleanWater.org](http://www.CleanFarmCleanWater.org) to learn how specially-marked pints of Laloo's in New York, Los Angeles and San Francisco will support Waterkeeper International and its local chapters in those cities - another way Laloo's is helping the planet!

## **About Laloo's**

Laloo's founder Laura Howard – a former Hollywood producer turned yoga instructor, goat herder, new mother and Chief Flavor Officer -- started making ice cream from goat's milk in 2004. She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California. Laloo's mission is helping small farmers create a delicious, healthy and sustainable product. Since it's founding in 2004, Laloo's has doubled growth annually while launching a healthy new alternative premium ice cream brand.

Laura Howard and Laloo's Baby Goat Jethro

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