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The Goat Makes It Good!

**Laloo's Goat's Milk Ice Cream Combines Excellent Flavor and Health Benefits
For a New Gourmet Splurge - Nationwide**

(Petaluma, Sonoma County, California)-- The selection of ice cream in your local market's freezer just got more interesting and a bit healthier. Laloo's Goat's Milk Ice Cream (pronounced Lay-looz), is now available in Whole Foods stores and other specialty markets throughout the country. The 1-pint containers usually retail for about \$6.49. Current flavors include Vanilla Snowflake, Deep Chocolate (made with Scharffenberger chocolate), Chocolate Cabernet, Black Mission Fig, Pumpkin Spice, Strawberry Darling (with balsamic vinegar), Molasses Tipsycake and the newest flavor addition, Lemon Chiffon.

Laloo's founder, Laura Howard has a passion for ice cream and using the best ingredients she can get her hands on. All of the goat's milk she uses is produced near Howard's home in Petaluma, California where she knows the ranchers and shares their passion for sustainable farming and taking care of the land.

"Of course, developing the recipes and sourcing the best natural ingredients was a challenge, but the hardest part has been all the taste testing," Howard admits with a grin. "Based on the response I've received, I think a lot of people have been waiting for this product."

This is a new venture for Howard who gave up a career as film producer in Los Angeles to begin making goat's milk ice cream professionally. A yoga and health enthusiast, she embarked on a diet that allowed only goat's milk dairy products. It was a tough rule to follow for Howard, since her favorite treat is ice cream. Versed in the health benefits of goat's milk, she started making her own goat's milk ice cream at home. It grew into a passion that melted her interest in movies and led her north to Sonoma County.

Many consider goat's milk as close to a perfect food as possible. Food scientists say its chemical structure is amazingly similar to mother's milk. Goat's milk is also naturally low in fat and lactose and many people find it is easier to digest than cow's milk. Laloo's Goat's Milk Ice Cream offers a new gourmet dessert for people who are lactose intolerant, looking to cut a few calories but still want a creamy ice cream, or for people who just want to eat healthier.

"Some customers are immediately attracted to the health benefits of goat's milk although they may be hesitant to taste it in ice cream," says Howard. "But everyone is won over after their first lick."

For more information about Laloo's Goat's Milk Ice Cream visit www.goatmilkicecream.com.

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