



**MEDIA CONTACT**

Lena Brook

415-601-0504

[lena@havenbmedia.com](mailto:lena@havenbmedia.com)

**FOR IMMEDIATE RELEASE**

**Straus Family Creamery Introduces New, Organic Ice Cream Flavors: Cookies & Cream  
and Vanilla Chocolate Chip – both are gluten free**

*Two beloved flavors, with Straus Family Creamery's authentic, fresh dairy taste*

**Petaluma, Calif., May 21, 2013** – Just in time for summer and in response to the growing demand for gluten-free desserts, Straus Family Creamery is proud to announce two new ice-cream flavors: Cookies & Cream, and Vanilla Chocolate Chip. Cookies & Cream is the first and only certified organic, gluten-free version of this flavor on the market today. Straus Family Creamery is also the only organic premium brand of ice cream made exclusively with cream and milk sourced from its own and six other local family farms in Sonoma County, ensuring the authentic Straus Family Creamery taste in every bite.

Both flavors are available in pint-sized containers at a suggested retail price of \$4.79 and join the other organic ice cream favorites such as Mint Chocolate Chip, Caramel Toffee Crunch and Vanilla Bean in grocery freezer sections throughout the Western United States.

“We are excited to make these two long-time favorite flavors at Straus Family Creamery,” said Albert Straus, President of Straus Family Creamery, “We combined classic recipes with the best local, organic ingredients, using cream and milk that come from the Straus Dairy and the six other family farms we work with. As we continue to expand our range of products, we are able to better preserve and support family farming in Northern California.”

Straus Family Creamery's Cookies & Cream begins with flavorful organic vanilla ice cream. Then, generous pieces of exceptionally rich, delectable chocolate cookies are mixed in, which are made by [Pamela's Products](#) in Ukiah, California, only 80 miles north of the Creamery, in Mendocino County. These are the best chocolate cookies to be found – one would never guess that they are also gluten-free. Straus Family Creamery is very happy to be able to share this beloved ice-cream flavor with consumers on gluten-free diets.

The new Vanilla Chocolate Chip flavor also features organic vanilla ice cream, made with the simple, all-organic, [Non-GMO Project Verified](#) ingredients of cream, milk, sugar, egg yolks and real vanilla extract. The ice cream is then blended with rich, chunky chocolate chips that melt easily on the palate and combine perfectly with the delicious flavors of vanilla and cream.

Straus Family Creamery has a strong commitment to organic integrity and sustainability. Because the creamery and the dairy work hand in hand, the entire production process is controlled, from field to bottle (or in this case, field to scoop!). High standards are met in every step of production. Straus Family Creamery consistently strives to reduce its carbon footprint, to reuse more than 90% of water used at the creamery, and to rely on renewable energy to sustain its operations. These sustainability initiatives are directly supported by customers as they enjoy Straus Family Creamery products.



**MEDIA CONTACT**

Lena Brook

415-601-0504

[lena@havenbmedia.com](mailto:lena@havenbmedia.com)

**About Straus Family Creamery**

Straus Family Creamery is a Northern California, certified organic, artisan creamery offering cream-top milk, yogurt, butter, ice cream, sour cream and a variety of wholesale and specialty dairy products distributed throughout the Western United States. Based in Marshall, CA, Straus Family Creamery makes its minimally-processed dairy products from organic milk supplied by a handful of family farms in Marin and Sonoma Counties, including the Straus family dairy. Straus Family Creamery sustains collaborative relationships with dairy farmers, offering stable prices and predictability in what is otherwise a volatile marketplace. Always a pioneer, in 1994, the Straus family dairy was the first to be certified organic in the Western United States. In 2010, the Straus Family Creamery became the first creamery in the nation to be Non-GMO Project Verified. Straus Family Creamery bases business decisions upon environmental and ecological considerations, grounded in sustainable, organic family farming. It does this for the health and well-being of the company, farmers, employees and the regional food system it serves.

###