



FOR IMMEDIATE RELEASE

**Alden's Organic Ice Cream Launches a New Look, a New Take on Classic Ice Cream Flavors, and a New Line of Ice Cream Novelties**

*They will make their official debut at Natural Products Expo West in Anaheim, CA*

**EUGENE, Ore. – March 10, 2016** – Alden's Organic Ice Cream is rolling out a brand-new look, a new take on classic American flavors, and new novelty desserts at Natural Products Expo West in Anaheim, CA this week.

Known for their commitment to pure and organic ingredients, Alden's will be scooping up nostalgia and happiness from the brand new Alden's Ice Cream Truck at booth #4147, where Expo attendees can sample:

- Premium organic ice cream, including four new flavors in Alden's standard 1.5 quart family sizes: Chocolate, Coffee Chip, Vanilla & Chocolate Swirl and Vanilla Chocolate Chip
- Three new organic ice cream bars: Chocolate Peanut Butter, Salted Caramel and Vanilla Fudge
- Two new organic ice cream sandwiches: Mint Fudge and Vanilla Bean

As with all of Alden's desserts, the new flavors and novelties are free of artificial and genetically modified ingredients, antibiotics, carrageenan and high fructose corn syrup.

Eric Eddings, Alden's CEO, says the company is committed to clean ingredient panels that people can feel good about serving to their families.

"Our commitment to family runs throughout our company, from the over 30 organic family farms we source our products from, to the families who buy our desserts. We hope Alden's lets adults and kids alike take a break from their busy lives and share a simple, happy moment together," Eddings said.

Expo attendees will get a sneak peek of the new Alden's look and have a chance to sample all of the new flavors, bars, and sandwiches before they hit shelves nationwide on April 1, 2016.

**About Alden's Organic Ice Cream**

Alden's Organic Ice Cream is a product of Oregon Ice Cream. Established in 1938, Oregon Ice Cream is one of the oldest ice cream makers in the western United States. The company is based in Eugene, Oregon, and is known for its ability to innovate products and processes to create the very best dessert experience possible.

For More Information

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