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FOR IMMEDIATE RELEASE:

Yarnell's Latest Creation, Hot Cocoa Ice Cream, Sure to Warm Hearts

Searcy, Arkansas - Tuesday, November 18, 2009 - Yarnell's Ice Cream will begin rolling out their latest creation, Hot Cocoa ice cream, into regional grocery aisles later this month.

The Hot Cocoa flavor was created for the Holiday season, and is available for a limited time only. The tasty combination is made up of Yarnell's Homemade Chocolate ice cream, chocolate spice, swirls of marshmallow ribbon, and a dash of chocolate flakes.

Regarded by Yarnell's recipe experts as their "most invigorating" flavor yet, the secret is apparently in the spice. According to Jeff Holtz, Director of Yarnell's R&D, it contains "a delicious chocolate spice that offers a wonderful warming sensation as you enjoy it."

The inspiration came from CEO Christina Yarnell's personal love for hot cocoa "When the leaves have fallen, the temperature drops, and the ground is covered in frost, nothing is better than curling up with a warm mug of hot chocolate in front of the fireplace... that was our inspiration," said Yarnell.

Yarnell's limited edition feature flavors have evolved into some of their most popular products, selling out in just a matter of weeks. "We can't always predict how long they will last once they hit stores... we're very happy with the success of the line. At this point, our customers are buzzing about them and debating which flavor was the best ever," said Yarnell.

Customers can expect Hot Cocoa to be available for purchase as early as November 23rd throughout the region. It will be sold in a 1-pint carton for a recommended retail price of \$1.79. To find out more call 1-800-927-6355 or visit www.yarnells.com

About Yarnell's

Yarnell's Ice Cream was founded in 1932 and prides itself on delivering great tasting premium ice cream with a touch of Southern flair. It is a family owned company located in the heart of Searcy, Arkansas, with products sold in Arkansas, Mississippi, and Tennessee.

For more information visit www.yarnells.com

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