



Yarnell Ice Cream Co., P.O. Box 78 • Searcy, AR 72145 • 501.268.2414



Not too  
tart...  
waaay  
cool!

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**FOR IMMEDIATE RELEASE:**

**Yarnell's announces 2010 Spring Feature Flavor**

*Searcy, Arkansas - Tuesday, February 25, 2010* – Yarnell's Ice Cream will soon release their updated version of a classic dessert that's not too tart and waaay cool. Lemon Ice Box Pie is reminiscent of the light and lemony treat that once could be found in that special place in great grandma's ice box. Lemon Ice Box Pie will begin rolling out into regional grocery aisles the first week of March.

Lemon Ice Box Pie contains graham cracker crust, heavenly lemon-flavored frozen dessert plus creamy whipped topping that has been mingled together to create this delightful limited edition flavor. Yarnell's limited edition feature flavors have evolved into some of their most popular products. Lemon Ice Box Pie will be the first of many feature flavors customers can expect in 2010.

Yarnell's Ice Cream can be found in 352 retail locations across Arkansas with additional locations in parts of Tennessee and Mississippi. Customers can expect Lemon Ice Box Pie to begin appearing in stores the first week of March throughout the region. To find out more call 1-800-927-6355 or visit [www.yarnells.com](http://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](http://www.yarnells.com)

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