



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



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FOR IMMEDIATE RELEASE:

Yarnell's expands their novelty line with a healthy treat

Searcy, Arkansas - Tuesday, March 8, 2010 – Yarnell's Ice Cream Company introduces innovative frozen yogurt novelty for 2010. The Strawberry & Chocolate Frozen Yogurt Snack Bars feature fruity strawberry frozen yogurt and creamy chocolate frozen yogurt in bar form, both dipped in rich chocolatey coating. Yarnell's Frozen Yogurt was designed to be a healthy and convenient snack/dessert when consumed in moderation along with a sensible diet. Yarnell's Frozen Yogurt contains the following benefits to aid in overall health and well-being.

- 1) **Natural Dairy Protein** from fresh milk, skim milk and cream. 3 grams protein per serving.
- 2) **Real Fruit and Natural Flavors.** Real strawberries, banana puree and blueberries are the main components of our fruit flavors. Pure vanilla extract and cocoa powder are the sources of the pure flavors in the Vanilla and Chocolate items.
- 3) **Probiotics** "Gut Friendly" Bacteria (*S. thermophilus*, *L. bulgaricus*, *L. acidophilus*, Bifidobacteria, *L. casei*). These yogurt bacteria are cultured after pasteurization in a skim milk base and added to the yogurt mix prior to freezing. This culturing process allows the bacteria to proliferate and add the beneficial micro flora to the digestive tract. Some strains of bacteria have been shown to boost the immune system and promote digestive health.
- 4) **Prebiotics** (Fiber) in the form of Inulin (Chicory Root Extract) is also a beneficial addition to Yarnell's Frozen Yogurt. This fiber promotes the growth and proliferation of the beneficial bacteria in the intestinal tract. These pro and pre-biotics work together symbiotically and have been shown to help the digestive system battle these conditions: lactose intolerance, constipation, diarrhea, colon cancer and IBS.
- 5) Added **Calcium** to aid in bone development and maintaining bone density. Calcium has been shown to decrease instance of Osteoporosis.

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 the Strawberry and Chocolate Frozen Yogurt Snack Bars to begin appearing in stores the second week of March throughout the region for a suggested retail price of \$4.86. To find out more call 1-800-927-6355 or visit www.yarnells.com

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