



FOR IMMEDIATE RELEASE

### **Alden's Organic Wins Silver in sofi™ Awards**

*Nearly 1,500 Products Competed for Top Specialty Food Association Awards*

**Eugene, OR (May 12, 2021)** – Alden's Organic Dairy Free Double Strawberry has won the silver award in the Plant Based – Other Dairy category as part of the Specialty Food Association's (SFA) 2021 sofi™ Awards, a top honor in the \$158 billion specialty food industry.

Alden's Organic Dairy Free Double Strawberry was one of 130 winners selected from nearly 1,500 entries across 49 product categories. Products are judged in an anonymous sampling for taste - including flavor, appearance, texture and aroma - ingredient quality, and innovation. The sofi judging was held at the prestigious Rutgers Food Innovation Center in April following strict safety guidelines.

"We are honored to be recognized for Dairy Free Double Strawberry, which features our signature plant-based Oregon Blend," says SVP of Sales & Marketing Joelle Simmons. "We worked hard to develop a dairy-free base that would deliver true-to-flavor taste and texture. We're so proud that it stood out among the competition in such a booming category."

Alden's Organic Dairy Free Double Strawberry is currently on shelves in grocers nationwide including Sprouts, Natural Grocers, National Co+Op Grocers and more. It is also available for purchase [online](#).

- **Dairy Free Double Strawberry** (SRP: \$5.49-\$5.99)
  - Strawberry frozen dessert with a swirl of strawberry sorbet and chunks of organic strawberry
  - Certified Organic, Certified Vegan, Non-GMO



The sofi Awards competition is open annually to members of the Specialty Food Association. The Awards have been given each year since 1972. They recognize extraordinary specialty food and beverage products and the people who create them.

### **About Alden's Organic**

Alden's Organic is America's best-selling organic ice cream\*. The brand was launched in 2004 in Eugene, Oregon where they still make every batch. Alden's Organic offers a full range of family and personal

indulgence size ice cream, frozen novelties and dairy-free frozen desserts. Available at over 10,000 natural, specialty and traditional stores across the U.S., Alden's Organic products are non-GMO and certified organic. The brand's parent company, Oregon Ice Cream, is privately owned and has been making ice cream in Eugene, Oregon since 1938. For more information visit: <https://www.aldensicecream.com>.

\*Source: SPINS Natural Channel, 52 Week Ending 3/21/21

### **About the Specialty Food Association**

The Specialty Food Association (SFA), is the leading trade association and source of information about the \$158.4 billion specialty food industry. Founded in 1952 in New York City, the SFA represents makers, importers, retailers, distributors, and others in the trade. The SFA is known for its Fancy Food Shows; the sofi™ Awards, which honor excellence in specialty food and beverage; Trendspotter Panel Show reports and annual predictions; the State of the Specialty Food Industry Report; the Product Marketplace database, featuring specialty foods and beverages in 161 categories and sub-categories; Infinite Aisle, a new ecommerce marketplace that enables SFA Members to make buyer-maker connections and sales year-round; and Specialty Food LIVE!™, a digital marketplace experience.

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