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### ALDEN'S ORGANIC DEBUTS SINGLE SERVE NOVELTIES

*The makers of America's best-selling organic ice cream expands into on-the-go snacking*

**EUGENE, Ore. – January 6, 2021** - Alden's Organic has taken their top-selling novelties and packaged them into three single serve products. Alden's Organic Single Serve offers retailers an organic snack option for their consumers. Available in 24-pack cases and as individual items, the new line was developed for conventional grocery, convenience stores, foodservice and club.

The three new items include two dairy-based options and one dairy free:

- **Classic Fudge Bar** (SRP: \$1.99) – Real organic cocoa and fresh organic cream deliver a classic chocolate fudge delight. *Certified Gluten Free. 100 calories.*
- **Old School Vanilla Ice Cream Sandwich** (SRP: \$1.99) – The perfect combination of creamy organic vanilla ice cream sandwiched between two stick-to-your-fingers chocolate wafers. *170 calories.*
- **Dairy Free Vanilla Bean Round Sammie** (SRP: \$1.99) – Organic vanilla bean frozen dessert scooped between two chocolate cookie wafers. *Certified Vegan. 160 calories.*



“We have steadily seen a growing demand for our snackable bars and sammies. The new single serve provides the right merchandising vehicle to offer these popular items in expanding channels such as convenience and drug,” says SVP of Sales and Marketing Joelle Simmons.

Convenience stores are a new market for the Alden's Organic brand and provide the opportunity to reach consumers in a new way. Alden's Organic believes the single serve offerings will help fill a gap for consumers looking for frozen organic snacking options on the go.

“We want Alden’s Organic to be the go-to frozen organic snack and our single serve novelties are an accessible option with something for everyone,” says President and CEO Eric Eddings.

The new single serve offerings are currently ready to ship.

Alden’s Organic maintains a strong production pipeline and continues to make all products at their plant in Eugene, OR. They monitor every step of the manufacturing and distribution process to ensure the quality of their products and the safety of employees, the community and their consumers.

### **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 11/29/20