



For Immediate Release

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Alden's Organic Celebrates 21 Years with the New Zero Proof Mocktail Sorbet Bars
America's Best-Selling Ice Cream Says "Cheers to 21 Years" with Three First-of-its-Kind Cocktail Flavors

Eugene, Oregon – February 25, 2025 – Alden's Organic, known for its commitment to real, high-quality organic ingredients since 2004, is celebrating its 21st birthday with the launch of Zero-Proof Mocktail Sorbet Bars. Crafted with vibrant, organic fruit and inspired by classic cocktail favorites, these bars are a refreshing, booze-free twist on happy hour.

As a first-of-its-kind, alcohol-free treat, these innovative sorbet bars bring a bold, playful twist to cocktail-inspired flavors, redefining frozen desserts. Flavors include:

- **Limoncello Sorbet** – Made with real organic lemon juice, these bars capture the essence of Limoncello liqueur, offering a perfect balance of tangy citrus, and melt-in-your-mouth sweetness
- **Margarita Sorbet** – Crafted with real organic lime juice, these bars perfectly blend tangy citrus and a hint of salted sweetness for an authentic margarita experience.
- **Piña Colada Sorbet** – Made with real organic pineapple juice, these sweet and fruity bars bring the flavor of a classic piña colada to life, serving up a taste of the tropics in every bite

"As we celebrate 21 years of crafting delicious frozen treats, we're excited to introduce our new Zero-Proof Mocktail Sorbet Bars—our latest innovation in redefining frozen desserts," says Joelle Simmons, Chief Growth Officer, Alden's Organic. "We've always been committed to using real, high-quality organic ingredients, and this new line pushes the boundaries of what's possible in frozen treats. By blending bold, cocktail-inspired flavors with a refreshing, alcohol-free twist, we're offering a first-of-its-kind indulgence that's both fun and able to be enjoyed by all."

Just like Alden's other beloved products, these new Zero-Proof Mocktail Sorbet Bars are made with the highest quality ingredients, ensuring every bite is as pure and delicious as it is refreshing. Featuring organic fruit and free from artificial additives, these bars are USDA Organic certified, vegan, and certified gluten-free. The 4-pack of bars retails for \$5.99 and can



be found at national retailers such as Natural Grocers, Sprouts and Kings, online at www.aldensicecream.com or via the Alden's [store locator](#).

About Alden's Organic

Founded in 2004, Alden's Organic has been a leader in the organic frozen dessert industry, offering premium ice cream and sorbet made with wholesome, real ingredients. Known for its dedication to organic and sustainable practices, Alden's Organic products are USDA Organic certified, Non-GMO, and free from artificial additives. The brand continues to innovate with options that cater to a variety of dietary needs, including gluten-free and vegan choices. Alden's Organic is available at retailers nationwide. For more information, visit www.aldensicecream.com.