



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



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FOR IMMEDIATE RELEASE:

Yarnell's expands its full-time line of premium ice cream products

Searcy, Arkansas - Tuesday, February 12, 2010 – Yarnell's Ice Cream has added 2 new flavors to their full-time 1.5 quart premium ice cream product line. The new flavors, Brownie à la Mode and Double Chocolate Chip, will begin rolling out into regional grocery aisles next week.

The Brownie à la Mode flavor contains chunks of chewy brownies and brownie fudge swirls in creamy vanilla ice cream – a classic and popular dessert combination. “This combination is an American favorite featured in many restaurants. We decided to offer this flavor for families to enjoy at home,” said CEO Christina Yarnell.

The Double Chocolate Chip flavor features vanilla ice cream that is loaded with dark and milk chocolate chunks, and is made for the true chocolate chip connoisseur. “This is a classic flavor, and we were very careful when selecting the chocolate chips,” said Yarnell. This flavor completes the premium ice cream product line making a total of 14 flavor offerings.

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 Brownie à la Mode and Double Chocolate Chip to begin appearing in stores February 15 throughout the region for a suggested retail of \$4.99. To find out more call 1-800-927-6355 or visit 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

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