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Contact: Jennifer Doerger, APR
513-333-4100

GRAETER'S GOES "BIG(Gs)"

Graeter's pints and new, 56-ounce "scround" containers now available at all Cincinnati and Northern Kentucky Biggs

Graeter's is expanding in a big way: as of this week, the Cincinnati icon's ice cream can now be purchased at all Cincinnati or Northern Kentucky Biggs stores. All flavors will be available in pint size for \$3.99, and six flavors will be available in the new "scround" size for \$12.99. The "scround" container is three-and-a-half pints and holds 56 ounces of Graeter's ice cream. Flavors that will be available in this size include **Black Raspberry Chip, Chocolate Chip, Mint Chocolate Chip, Double Chocolate Chip, Vanilla** and, at times, the **current seasonal flavor**.

Previously, Graeter's ice cream was only available in Cincinnati and Northern Kentucky at Graeter's stores or Kroger.

Key to the new expansion was the addition of Trauth Dairy as distributor, who will handle distribution to Biggs grocery stores. By partnering with Trauth on logistics, Graeter's is able to focus on its core competency, which is making the most irresistible ice cream available.

"Trauth Dairy has the same tradition of an uncompromising dedication to quality as Graeter's," said Richard Graeter, executive vice president at Graeter's. "This is the first time we've ever entrusted a third party to distribute our products, but we are confident Trauth will handle the product with the same care we give it through our own distribution system."

Graeter's is a Cincinnati brand icon, with national prestige, that has become synonymous with indulgent taste experiences since 1870. Known nationally for its famous French Pot ice cream, Graeter's is one of the oldest continuously family-owned ice cream makers in the country. The founder's great grandsons still faithfully use the finest quality ingredients, trusted recipes and original methods of production in the Cincinnati manufacturing facility. In addition to ice cream, Graeter's product offering includes an extensive line of candy and bakery products sold throughout 12 stores in Cincinnati. Graeter's also has 30 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.

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