



FOR IMMEDIATE RELEASE
May 19, 2008

Contact: Graeter's: Jennifer Doerger, APR – 513-333-4100
bigg's: Cresta Lewis – 513-564-0700

Expansion is Bittersweet

Graeter's Bittersweet chocolate sauce now available at bigg's

This week, Graeter's finalized a deal with bigg's to distribute Graeter's Bittersweet chocolate sauce at all Cincinnati and Northern Kentucky bigg's stores. Graeter's Bittersweet sauce is an authentic family recipe that has existed for more than 50 years, but has previously only been available at Graeter's stores. That will change in mid-September, when customers will also be able to purchase the Bittersweet sauce at area bigg's locations; the ten-ounce jar of Bittersweet sauce will be available for \$3.95, in the ice cream aisle where Graeter's ice cream is found. All pint flavors and six flavors of the 56-ounce Graeter's ice cream have been available at bigg's since June of this year.

To celebrate the launch of this product to bigg's, as well as commemorate bigg's 23rd anniversary, on September 22 bigg's customers will receive a free jar of Graeter's Bittersweet sauce with the purchase of three Graeter's pints or one 56-ounce ice cream purchase.

"The launch of this product into bigg's now gives our customers the opportunity to recreate the Graeter's sundae experience at home," said Richard Graeter, executive vice president at Graeter's. "The product can be enjoyed hot or cold, and is an excellent complement to our irresistible ice cream."

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 more than 30 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.

bigg's, a SUPERVALU company, is dedicated to providing its customers with outstanding products and exceptional customer service, including the area's introduction of self-serve deli kiosks and the freshest meats, seafood and produce available. bigg's is the home of the True Minimum Price. For store locations and information, visit www.biggs.com.

###