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GRAETER'S INTRODUCES SCHNECKEN FOR THE HOLIDAYS

Graeter's moist, buttery treat is available for a limited-time only

Looking for a tasty treat this holiday season? Look no further than Graeter's. The company recently introduced Schnecken, a traditional German pastry loaf made with butter and raisins, and it has quickly become one of the company's best-selling seasonal items.

"We are very excited to bring Schnecken to our stores," said Richard Graeter, executive vice president of Graeter's. "We've received great feedback from our customers, and the demand for the product has been incredible. It's been a great addition to our product lineup."

Schnecken is available at Graeter's through the holidays on Tuesdays and Fridays for \$8.95 per loaf. Demand for the buttery treat has been high, so customers are being encouraged to pre-order their Schnecken at least one day in advance. Orders may be placed by phone or in person at any of the Cincinnati-area Graeter's locations.

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 13 stores in Cincinnati. Graeter's also has 42 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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