



**Contacts:** Kris Ellenberg and Kathi Johnson  
310.430.1772 or 310.649.4781  
[Kris.ellenberg@gmail.com](mailto:Kris.ellenberg@gmail.com) or  
[kathleen@knjpr.com](mailto:kathleen@knjpr.com)  
<http://www.Laloos.com>

## **INTRODUCING NEW LALOO'S BAMBINIS 90 CALORIE ICE CREAM SANDWICHES THE FIRST EVER MADE FROM GOAT'S MILK**

**Visit Booth 5112 at Natural Products Expo West in Anaheim March 5-8 To Taste Laloo's Award Winning Goat's Milk Ice Creams, Probiotic Rich Frozen Yogurts and New Bambinis Ice Cream Sandwiches – Guilt Free Good For You And Good For The Planet Indulgences**

**Petaluma, Calif.** (Feb. 26, 2009) -- Laloo's (pronounced Lay-Looz) is proud to unveil its first frozen novelty product – Bambinis Ice Cream Sandwiches, the industry's first made from goat's milk – during its debut appearance at the Natural Products Expo West Show, March 5-8 at the Anaheim Convention Center. Bambinis join Laloo's rich and creamy product line of six handcrafted gourmet ice creams and three powerfully pro-biotic frozen yogurt flavors – all made from naturally low-fat, low-cal and low-lactose goats' milk.

Laloo's Bambinis feature the company's best-selling Vanilla Snowflake ice cream – which beat out Haagen-Dazs and Ben & Jerry's in a Wall Street Journal blind taste test naming Laloo's "the holy grail of low fat ice cream" – paired with all natural, dark chocolate cookies to create its straight-off-the-ice cream truck taste. With just 90 calories compared to Tofutti Cuties' 130, Skinny Cow's 140 and regular, full-fat ice cream sandwiches with as many as 270 calories, Laloo's Bambinis are a great tasting, guilt-free indulgence. Like all Laloo's products, Bambinis also provide the added health benefits of goat's milk, which has more protein, calcium and ease of digestibility than dairy or soy.

Boxes of eight individually wrapped Laloo's Bambinis will be available at many Whole Foods Markets nationwide beginning in April for a suggested retail price of \$5.99.

"We're thrilled to provide an all-new way to enjoy Laloo's with our new Bambinis ice cream sandwiches, a guilt-free, low-calorie snack for ice cream lovers of all ages," said Laura Howard (aka Laloo), company Founder and CEO. "The convenience and portability of frozen novelties was a natural product extension for us and a great way to introduce more consumers to the great, good-for-you taste of Laloo's."

Visitors to the Natural Products Expo West will also have the opportunity to taste Laloo's frozen yogurts which were introduced last year -- **Cherries Tuilerie:** tiles of dark chocolate compliment beautiful blackheart cherries in Laloo's rich and creamy frozen yogurt; **Cajeta:** Mexican Caramel and Texas Toffee frozen yogurt – think Dulce La Leche with a sweet crunch that will remind you of a trip to the old fashioned candystore; and **Forestberry:** Tart raspberry with succulent blackberry swirl in Laloo's scrumptious frozen yogurt. These delicious probiotic treats boast more live active cultures in one pint than found in a quart of yogurt!



Laloo's jam-packs over a hundred million of these "friendly bacteria" into every pint. The shelf life of yogurt is somewhere between 20 and 40 days from the day it's made, but ice cream lasts much longer so Laloo's can overload on the starter culture. This way, if you can activate your willpower of steel and not devour a pint of Laloo's the same day you bring it home, the probiotic goodness will still be there the next time you dive in. We dare you to try!

Consumers are clearly buying. Overall yogurt sales increased 33.4 percent last year, with \$718.9 million spent on the dairy product as compared to \$538.8 million the previous year according to SPINScan, a ACNielsen market research firm.

### **Laloo's is Lactose Friendly® and KOSHER**

Even the 30-50 million Americans who suffer from lactose intolerance can enjoy Laloo's which is made the old-fashioned way, slow churned for extra creaminess from more easy to digest goat's milk, considered by many to be a "perfect food." The chemical structure of goat's milk is naturally low in fat and calories with more vitamins, calcium and minerals than cow's milk. It is a complete protein containing all the essential amino acids without the heavy fat content and catarrh producing materials of cow's milk. Laloo's is naturally low in lactose and an excellent alternative for those who can't tolerate milk. Even if you can have dairy, Laloo's contains merely half the calories and less than half the fat of most ice creams – great news for the 93 percent of U.S. households that consume ice cream! Developing the perfect goat's milk ice cream recipe was the result of uncountable hours of learning, mixing, tasting (the best part!), and sourcing the finest ingredients. Laloo's line of luxury ice creams and frozen yogurts received **KOSHER certification by the Orthodox Rabbinical Society of San Francisco** in 2008.

### **Laloo's "Green" Ice Cream – Good For You and the Planet**

Laloo's is not only delightfully good, but also good for you and good for the planet. Goats are browsers not grazers, and contrary to popular belief, they are picky eaters. Goats eat the dry brush that causes fires and they eradicate poison oak. They don't decimate the land, they are light on their feet and because they are smaller they are the perfect addition to any biodynamic farm. In fact, goats actually help to aerate the soil where they browse and make it suppler for the natural habitat to grow. Goats roam in tribes, and for the most part in American culture, are being cared for by smaller family farms with bio diverse crops and livestock. Laloo's small bio-diverse family farm raises Nubian goats, pigs, chickens, a few cows and a host of green veggies. The goats are outside on the land in the sun and that makes for happy goats. Small, profitable family farms are good for America. Laloo's is humane certified, GMO free, all natural and delicious.



If you want to know how you can be a part of the green movement, look into where your food comes from. The next time you're looking for great tasting, epicurean ice cream that's good for you and good for the planet, remember Laloo's.

Visit [www.CleanFarmCleanWater.org](http://www.CleanFarmCleanWater.org) to learn how specially-marked pints of Laloo's in New York, Los Angeles and San Francisco support Waterkeeper Alliance and its local Waterkeeper programs in those cities ([www.nynjbaykeeper.org](http://www.nynjbaykeeper.org); [www.baykeeper.org](http://www.baykeeper.org) and [www.smbaykeeper.org](http://www.smbaykeeper.org)) -- another way Laloo's is helping the planet and our precious water resources.

### About Laloo's

Laloo's Founder Laura Howard – a former Hollywood producer and ad executive turned yoga instructor, goat herder and “momprenneur” -- started making ice cream from goat's milk in 2004 using an antique ice cream maker she inherited from her grandmother, who had given her the childhood nickname “Laloo” (pronounced Lay-Loo). She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California. Laloo's mission is helping small farmers create a delicious, healthy and sustainable product. Since its founding, Laloo's has doubled growth annually while launching a healthy new alternative premium ice cream brand available at Whole Food Markets and other specialty/health groceries nationwide. Scott Barnum recently joined Laloo's as Chief Operating Officer, bringing significant premium category and emerging growth experience as former CEO of Pyramid Breweries.

Laloo's artisan ice creams are available nationwide at Whole Foods Markets and other premium grocers in six spoon-lickingly delicious flavors including: Vanilla Snowflake, Deep Chocolate, Black Mission Fig, Strawberry Darling, Capraccino and Rumpmint. Laloo's frozen yogurts include Cajeta, Cherries Tulierie and Forestberry. For more information, please visit: [www.Laloo.com](http://www.Laloo.com)

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Laloo (aka Laura Howard) and Laloo's Baby Goat Jethro

