



Press Contacts:

Kris Ellenberg and Tristan Mansey

310.430.1772 or 310.989.0856

Kris.ellenberg@gmail.com or tristan@mansey.com

www.goatmilkicecream.com

LALOO'S LAUNCHES THE WORLD'S FIRST GOAT MILK FROZEN YOGURT A Rich and Creamy New Dessert Option That's Amazingly Low in Fat

The Goat Makes It Good!

Petaluma, Sonoma County, California (Oct. 17, 2006) – Laloo's Ice Cream Company (pronounced Lay-looz) is proud to introduce the world's first ever premium Goat's Milk Frozen Yogurt now available in two all-new flavors: Raspberry – light and healthy with a tart, starburst of summer fruit flavor; and Brownie and Clyde -- vanilla frozen yogurt with chunks of "no pudge" fudge brownies.

Laloo's Goat's Milk Frozen Yogurt contains live active cultures to assist digestion and is creamy like ice cream but boasts only 4.5 grams of fat and 140 to 160 calories per serving -- a sharp contrast from other premium ice creams that average 17 grams of fat per serving and 230 to 300 calories. One-pint containers are now available at Whole Foods stores and other specialty markets in California, Colorado, Texas, Oregon and Washington for a suggested retail price of \$5.99, and can also be purchased online at www.goatmilkicecream.com.

Laloo's is Lowfat

After test-driving a non-dairy diet to enhance her yoga practice for one year, the lure of a healthy dairy alternative in the form of goat's milk became a passion for Laloo's Founder, Laura Howard.

"I wanted all the taste and texture of a real ice cream without the cloying, back-of-the-throat feeling you get with other premium cow's milk ice creams -- and definitely without the extra fat from heavy cream. Goat's milk is miraculous!" said Howard.

Many consider goat's milk as close to a perfect food as possible. Scientists say its chemical structure is amazingly similar to mother's milk. Goat's milk is naturally low in fat and lactose, and many people find it is easier to digest than cow's milk.

Laloo's Frozen Yogurt Is Good For People With Lactose Intolerance

People who are lactose intolerant have a hard time digesting cow's milk products because they lack the enzyme that breaks down the main carbohydrate in the milk. Laloo's Goat's Milk Frozen Yogurt is a unique dairy food because the starter cultures actually produce that enzyme during fermentation. Thus, the milk sugar in yogurt is more easily digested, even for lactose-intolerant individuals.

Many people who commonly experience gas, bloating or discomfort from dairy foods can easily digest goat's milk frozen yogurt. For dessert lovers who are lactose intolerant, Laloo's is a revelation.

Laloo's Brings Probiotics To Dessert With Live Active Cultures

"Being pregnant recently, it was a challenge to stay regulated with all the iron that comes with those pre-natal vitamins," said Laloo's Founder, Laura Howard. "Goat milk yogurt was the only thing that worked for me and so I found a way to get those great live cultures to work in Laloo's."

There are over 200 kinds of bacteria that live in the intestinal tract and yogurt cultures assist the body in keeping them in balance. Laloo's live active yogurt cultures include the fabulous four bacteria that are best known for improving the good intestinal flora: *L. Acidophilus*, *Bifidus*, *S. Thermophilus* and *L. Bulgaricus*. Some studies show that improved digestion and a reduced risk of intestinal infection increases immune function while reducing the risk of certain cancers.

Laloo's Scrumptious Flavors

Each creamy flavor is lowfat – low in lactose - contains no growth hormones – and is made the farmstead way -- by hand with love from natural ingredients that are locally produced in Sonoma County. Laloo's goat's milk ice cream now comes in 10 "spoon-lickingly delicious to the last scoop" flavors - from Vanilla Snowflake and Pumpkin Spice to Chocolate Cabernet and Molasses Tipsycake. Click here to get some:
<http://www.goatmilkicecream.com/getsome.php>.

About Laloo's

Laloo's founder Laura Howard – a former Hollywood producer turned yoga instructor, goat herder and new mother -- started making ice cream from goat's milk in 2004. She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California. She spends two months each year living at her villa in Tuscany where she is inspired by the Slow Food movement and the many flavors of Italy, which show up in her goat milk ice creams and frozen yogurts.



Laura Howard and Laloo's Baby Goat Jethro

For more information about Laloo's visit www.goatmilkicecream.com.

###