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## LALOO'S ADDS TWO NEW PROBIOTIC FILLED FROZEN YOGURTS TO ITS FLAVOR LINE UP: CAJETA DE LECHE AND CHERRIES TUILERIE

Laloo's Receives Kosher Certification  
"The Holy Grail Of Low Fat Ice Cream" (The Wall Street Journal)  
Laloo's Named Top 3 Ice Cream of 2007 (The Food Network)



**Petaluma, Calif.** (Aug. 4, 2008) -- What's better than gelato and scooping up ice cream lovers from coast to coast? Laloo's (pronounced Lay-looz) rich and creamy handcrafted ice creams and new frozen yogurts are available nationwide at Whole Foods Markets and other health food and specialty grocers in a range of gourmet low-fat, low-cal flavors.

With the long days of August heating up summer, now is the perfect opportunity to cool down with Laloo's brand new frozen yogurts -- **Cherries Tuilerie**: Tiles of dark chocolate compliment beautiful blackheart cherries in rich and creamy frozen yogurt; **Cajeta de Leche**: Mexican Caramel and Texas Toffee frozeds yogurt – think Dulce la Leche with a sweet crunch reminiscent of a trip to the old fashioned candystore; and **Forestberry**: Tart raspberry with a succulent blackberry swirl in Laloo's scrumptious frozen yogurt. This trio of new flavors joins Laloo's popular debut frozen yogurt **Brownies and Clyde**: Sticky ooey gooey no pudge fudge brownies aided and abetted by luscious vanilla 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 overloads on the starter culture. This way, if consumers can activate their willpower of steel and not devour a pint of Laloo's the same day it's purchased, the probiotic goodness and benefits are still there for the next bowl. (We dare them to try!)

Consumers are clearly buying. Overall yogurt sales have increased 33.4 percent in the past year, with \$718.9 million spent on the dairy product as compared to \$538.8 million the previous year according to SPINSScan, an annual report presented by ACNielsen, the world's leading market research firm.

Laloo's latest flavors were inspired by the personal experiences and passions of Founder and Chief Flavor Officer, Laura Howard.

"My daughter Tuilerie was given her name for the beauty that inspired us in the Tuilerie Gardens in Paris," said Howard. "The blossoming cherry trees and weeping willows in a gentle spring wind whispering the sophisticated melody of her parents' love story was something I wanted to capture and recreate again and again. We found these wild cherries back in Tuscany and began mixing them with rich dark chocolate to create our most exotic flavor yet!"



Howard's inspiration for Cajeta de Leche came from the decade she spent living in Los Angeles. "I loved to go to the churrería stands at Santa Monica Pier for the Spanish doughnuts called churros. Cajeta, I learned, was the creamy caramel center. I've added some of my favorite Texas toffee to Laloo's new Cajeta de Leche frozen yogurt and the combination is heavenly."

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

Even the 75 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!

Laloo's line of luxury ice creams and frozen yogurts recently received **KOSHER certification by the Orthodox Rabbinical Society of San Francisco.**

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

Laloo's tastes great, is healthy and good for the planet as well. 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, 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, 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," offered Howard.

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 - 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 turned yoga instructor, goat herder, working mother and Chief Flavor Officer – 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. Laloo's mission is helping small farmers create a delicious, healthy and sustainable product. Since it's founding, Laloo's has doubled growth annually while launching a healthy new alternative premium ice cream brand.

Laloo's artisan ice creams are available nationwide at Whole Foods Markets and other premium grocers in 15 spoon-lickingly delicious flavors including: Vanilla Snowflake, Deep Chocolate, Black Mission Fig, Lemon Chiffon, Strawberry Darling, Chocolate Cabernet, Molasses Tipsycake, Pumpkin Spice, Capraccino and Rumplemint. Laloo's frozen yogurts include Brownie and Clyde, Cajeta, Cherries Tulerie and Raspberry.

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Laura Howard and Laloo's Baby Goat Jethro