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**GOURMET HOLIDAY RECIPES ~ MADE QUICK & EASY!
FROM LALOO's and TOP CHEF CHRIS GREENWALD**

Featuring Laloo's Easy Pumpkin Spice Icebox Pie, Gingerbread Snowmen Ice Cream Sandwiches, Prosecco Pumpkin Punch, Deep Chocolate Guinness Float, Molasses Tipsycake with Cinnamon-dark Apples and Crème Fraiche

**Indulgence Just Got Healthier with Laloo's
The World's First Goat Milk Ice Cream – That is Amazingly Low in Fat**



The Goat Makes It Good!

Petaluma, Sonoma County, California (December 11, 2006) – Spend more time with your family this holiday - and not in the kitchen – with Laloo's Quick and Easy Gourmet Holiday Treats. Laloo's (pronounced Lay-looz) Goat Milk Ice Cream is here to make this seemingly impossible dream a reality this holiday season.

Kick off your holiday cooking with any one of Laloo's Decadent Desserts featured on our website - www.goatmilkicecream.com. Our festive recipes include -- Laloo's Easy Pumpkin Spice Ice box Pie, Gingerbread Snowmen Ice Cream Sandwiches, and Prosecco Pumpkin Punch. And, Laloo's also offers ice cream pairings by Sonoma County chef Christopher Greenwald featuring Deep Chocolate Guinness Floats and Molasses Tipsycake with Cinnamon-dark Apples and Crème Fraiche.

Your guests will be screaming for ice cream this season -- without any fear from fat and calories -- because Laloo's is a healthy alternative to other frozen desserts.

Laloo's Low fat Gourmet Ice Cream

Laloo's is low in calories and fat with 4-6 grams of fat (only 3 of it is saturated) and 140-160 calories per serving—a sharp contrast from other premium ice creams that average 17 grams of fat and 230 to 300 calories per serving. Laloo's contains no growth hormones, is low in lactose, and is made by hand from natural ingredients that are locally produced in Sonoma County.

Laloo's Scrumptious Flavors Available Nationwide

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**. Each delectable flavor is available nationwide through Whole Foods Markets, Wild Oats, other premium grocers and at www.goatmilkicecream.com.

Why Goat's Milk?

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.

Laura was recently featured on the TODAY SHOW as one of three women who successfully changed careers in mid-life -- she's incredibly articulate & has an interesting story to share as a former Hollywood producer turned goat milk ice cream maker.

Start a New Healthier Holiday Tradition with Laloo's

Here are a few of Laura's favorite **holiday treats and recipes**; most are fast and easy, and require just a few ingredients.



First: Serve **Laloo's Easy Pumpkin Spice Icebox Pie this Holiday**

The frozen pumpkin pie recipe is so easy, it practically makes itself. It's an ideal "home-made" low-fat dessert for any Holiday. **(photos available upon request)**

Have your children help -- it is a wonderful way to start your own family traditions.

1. Laloo's Easy Pumpkin Spice Icebox Pie (a new lowfat Holiday tradition!)

20 whole graham cracker (10 ounces total) broken to dust

½ cup (1 stick) chilled unsalted butter

¼ cup palm or coconut oil (Try Jungle products C.O. available at Whole Foods)

1/2 cup packed golden brown sugar and 6 oz finely chopped pecans

The crust:

Position rack in center of oven and preheat to 350°F. Wrap foil around outside of 10-inch-diameter springform pan with 3-inch-high sides.

Combine graham crackers, butter, oil and sugar in processor. Using on/off turns, blend until crumbs begin to stick together. Press crumbs onto bottom and 2 3/4 inches up sides of springform pan. Bake crust 10 minutes. Transfer to rack and cool, then freeze.

The filling:

It couldn't be easier, just take two pints of Laloo's Pumpkin Spice Goat Milk Ice Cream and put them in the refrigerator for 30 minutes or until the ice cream is soft but not melted.

The Pie:

Remove the crust from the freezer and pop off the spring pan, spread Laloo's Pumpkin Spice soft ice cream into crust to desired thickness (I like one and a half pints per pie). Top with a few pecans in a pretty pattern and refreeze in the icebox for 1 hour.

Pairing From Chris Greenwald

Christopher Greenwald, executive chef at **Iron Horse Vineyards** in the Russian River Valley has signed on with Laloo's to develop pairings for this unique luxury ice cream.

Laura Howard said: "I have been a fan of Chris' palate since meeting him here in wine country. Chris took my deep chocolate ice cream and put it with Guinness for grown up malted floats for a swing dancing party and from that day, I knew he was a go to guy for creative ice cream pairings!"

Christopher, a graduate of the CA Culinary Academy in San Francisco and specializes in food and wine pairings, raved about Laloo's, "It's exciting to work with such a unique brand of luxury sweets that are non-traditional in their flavor profile but a part of the great AG tradition of this farming community all in one. I love Laloo's because it's the one dessert item that I can feel good about serving and the only ice cream that's sweet and savory together."

2. La-Loo's Molasses Tinsycake Ice Cream With Cinnamon-dark rum Apples and Crème Fraiche



- 4 Small Granny Smith Apples (Peeled and Cored)
- 2 T. unsalted butter
- 1 T. Sugar, 1 t. cinnamon and Pinch of salt
- ¼ cup dark rum (such as Meyer's)
- 4 T. crème fraiche
- 1-pint La-loo's Molasses Tinsycake Ice Cream

Dice apples and sauté in butter in a medium pan over medium heat. Add Sugar and cinnamon and continue to cook until soft and slightly caramelized. Carefully add rum to pan away from flame if cooking on gas stove (if cooking on electric carefully ignite rum with long matchstick). Add salt and immediately remove from heat and let cool. Split pint of ice cream between four bowls and top with apple mixture and crème fraîche. Garnish with cinnamon sticks. Serves 4



3. LaLoo's Chocolate and Guinness Float

2 generous scoops La-Loo's chocolate ice cream
2 T. chocolate Syrup
4-5 ounces Guinness Beer

Put half of beer in a tall, cold mug; add syrup and mix. Float ice cream on top of mixture and fill with remaining beer making sure to create some foam on top for dramatic presentation. Serves 1

Quick and Easy Gourmet Recipes – From Laloo's

Spend more time with your family this holiday - and not in the kitchen – with Laloo's Quick and Easy Gourmet Holiday Treats.

1. Prosecco Pumpkin Punch

This Holiday....your Cup Runneth Over with Laloo's Prosecco Pumpkin Punch. Just pour your favorite bubbly over Laloo's Pumpkin Spice for a festive treat your guests will love!



2. Gingerbread Snowmen Ice Cream Sandwiches

Laloo's Gingerbread Snowmen Ice Cream Sandwich-Cookies are so easy to bake. Just spoon some Laloo's Vanilla Snowflake Ice Cream between your favorite gingerbread cookies, add sprinkles and decorations and Holiday Cheer!



3. Easy Pumpkin Spice Icebox Pie

Dress up this year's Holiday dinner with Laloo's Pumpkin Spice Ice Box Pie. Just spread one pint of Laloo's Pumpkin on a graham cracker crust and freeze - so good, gourmet, and Holiday quick!

And Serve Any One Of Laloo's 10 Gourmet Flavors, Perfect For The Season

...like Pumpkin Spice, Strawberry Darling, Deep Chocolate, Vanilla Snowflake, Chocolate Cabernet (a harvest season, limited time only flavor), Lemon Chiffon, Black Mission Fig, and Molasses Tipsycake.

And for dessert lovers who are lactose intolerant, Laloo's is a revelation. Many people who commonly experience discomfort from dairy foods can easily digest Laloo's goat's milk ice cream and frozen yogurts.



Laloo's All-New Frozen Yogurt – Raspberry and Brownie and Clyde

Laloo's just introduced the world's first Goats Milk Frozen Yogurt 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 - both are currently available on the west coast and will be arriving to freezer sections nationwide in 2007.



This Holiday - Give Only the Best from Laloo's

A pint of premium Laloo's makes a great hostess gift for any holiday party or a sweet holiday present. Laloo's is a fabulous frozen confection to serve guests and can be used as a main ingredient in healthy but indulgent holiday recipes.

1. Laloo's if available for sale online at <http://goatmilkicecream.com/getsome.php> - pints are shipped out FedEx Priority Overnight to ensure proper delivery. In fact, Laloo's guarantees a proper frozen delivery because they ship in special reusable Styrofoam containers that contain small sealed packages of dry ice.
2. Give Laloo's as a holiday gift -- festively packaged in a stylish Tote Bag Cooler. Here's a very hip and affordable Milano Tote Bag Cooler online at http://www.cooler-store.com/milano_tote_bag_cooler_619_prd1.htm -- and best of all, it comes in red, green, orange and black - perfect for the fall/winter holidays and is only \$15. The recipient will not only enjoy delicious Laloo's but will remember you every time they use the cooler.

Dive Into A Pint of Laloo's – Special Coupon : Nothing will convince you more than tasting Laloo's yourself. Please pick up pints for yourself by requesting a coupon from us.

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 on Laloo's please visit: www.goatmilkicecream.com.