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**LALOO'S INTRODUCES NEWEST GOURMET ICE CREAM FLAVORS
Rumplemint and Capraccino
At Fancy Food Show, San Francisco, Jan 21-23rd**

**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 (Jan. 19, 2007) – Laloo's Goat Milk Ice Cream Company (pronounced Lay-looz) is proud to introduce its newest flavors which will be available nationwide starting May 1 – Capraccino and Rumplemint. Preview tastings of both flavors will be available for the *first* time at Laloo's booth #377 in the North Hall during the Winter Fancy Food Show at Moscone Center in San Francisco January 21-23.



Laloo's Founder and CFO (Chief Flavor Officer) Laura Howard, was inspired to create these deliciously rich and healthy new flavors by life on the Laloo's goat farm in Petaluma, CA. Ancient legends, her epicurean travels to Tuscany, and sampling the local Italian gelato all influenced Laloo's newest flavors.

The Legend of Capraccino

Legend has it that an Ethiopian goat herder named Kaldi discovered his goats (capra) becoming particularly frisky after eating the red berries of a wild hillside plant, so he decided to try them himself and made the first cup of coffee. Centuries later, frothy milk was added by Capuchin monks whose creamy brown hoods lent their name to our favorite coffee treat. As for Kaldi's goats, Laloo finally gives

them their due with our lowfat and lactose friendly gold medal coffee ice cream ... "Capraccino" -- Laloo's lowfat and lactose friendly gold medal coffee ice cream, featuring espresso beans drenched in chocolate.

The Discovery of Rurplemint

Rurple, Laloo's goat herder, made a delicious discovery one summer day on the farm when his mischievous black and white goat named Blossom jumped the fence for a snack of mint leaves. Coincidence or inspiration? See for yourself with Laloo's delicate and creamy mint chocolate chip goat's milk ice cream. It's lowfat, lactose friendly and slow churned with organic garden mint and soft curls of dark chocolate made the stracciatella ("little shreds") way – inspired by Italy's popular gelato flavor. Thanks, Rurple!



Strawberry Darling, Molasses Tipsycake, and Lemon Chiffon

Laloo's is Lowfat & Lactose Free

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 Laura that evolved into the Laloo's mission: helping small farmers create a delicious, healthy and sustainable product. In just two years since it was founded, Laloo's has doubled growth annually while launching as a healthy new alternative premium ice cream brand. Laloo's is available at Whole Foods Markets and other premium grocers nationwide and is available for sale online -- click here to get some:

<http://www.goatmilkicecream.com/getsome.php>.

Why Goat Milk is Nature's Perfect "Fancy" Food

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.

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 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 will be available in 12 "spoon-lickingly delicious to the last scoop" flavors this spring - from Vanilla Snowflake and Strawberry Darling to Chocolate Cabernet, Mission Fig and the new Capraccino and Rumplemint.

Back in 2004, Laura Howard left her Hollywood career to start to leave a healthier life, Laura continues, *"there was a gap in my health - my heart wasn't full. Learning the stewardship of the land from the soil and especially from the animals has fed a very important part of my life and I believe made my food choices happier because they're more educated and that's healthy. To that end, Laloo's is working hard to organize with family farms to spread the message of sustainable farming through dairies, and to find a new way which ironically, is more like the old way. We're opening with a new family farm this year in Wisconsin so our Midwestern stores can source Laloo's from a more local source."*



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 & frozen yogurts.

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

And click here to see Laloo's unique and delicious pairings:

<http://www.goatmilkicecream.com/recipes.php>

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