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FOR IMMEDIATE RELEASE

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Winner Announced in Cedar Crest Ice Cream's 4-H Flavor Contest

Madison, Wis. [December 1, 2017] – Superior Shores, developed by the Whittlesey Creek 4-H Club of Bayfield County, was chosen as the winner of the 2017 Cedar Crest Ice Cream 4-H Flavor Contest. Selected as the winner from the field of dozens of contestants, Superior Shores will be available statewide in time to celebrate June Dairy Month in 2018.

The winning flavor features vanilla ice cream with chocolate “rocks” and a “wave” of blueberry and raspberry fruit swirl. The club describes its creation: “at the top of Wisconsin, on the shores of Lake Superior, sits Bayfield County. *Superior Shores* ice cream represents the chill of Lake Superior’s water (vanilla ice cream), the rocky shoreline (chocolate rocks) and waves of blue and Superior water fun (blueberry and raspberry fruit swirl)!” This flavor will be available in three-gallon tubs and on sale throughout the summer at ice cream parlors that serve Cedar Crest Ice Cream. It is also available for sale at summer fair and festival food stands. To order, call 800.877.8341.

As the winning club, Whittlesey Creek 4-H Club will enjoy a Cedar Crest Ice Cream Party and a \$300 cash prize as soon as the newest Cedar Crest flavor becomes available. The club is led by Sarah Kreinbring of Bayfield County.

“We are excited to continue this partnership with Cedar Crest, which allows 4-H clubs across the state to work together and put into practice the goals and mission of 4-H,” says Brenda Scheider, Director of the Wisconsin 4-H Foundation. “Congratulations to the Whittlesey Creek 4-H Club for their teamwork experimenting with different flavors to create the winning flavor.”

Cedar Crest is a long-time 4-H supporter, and the ice cream flavor contest is just one way that 4-Hers partner with Cedar Crest. The winning flavor in the 2014 contest was the centennial flavor, Udder Delight, created by the Dykesville Dolphins 4-H Club. The

winner for 2015 was Waupaca County's Friendly Valley 4-H Club's Big Muddy. 2016 boasted the Badger Boosters 4-H Club of West Bend creation, Deep Space. Last year's winner was Baraboo Valley 4-H Club's Deep Woods.

Entries in this year's contest were evaluated by a panel of judges chosen by Cedar Crest's staff. Cedar Crest currently manufactures over 80 flavors of ice cream at its Manitowoc facility, and distributes product in five states.

Based in Madison, Wis., the Wisconsin 4-H Foundation provides essential funding for 4-H programs throughout Wisconsin. By partnering with individuals, corporations and foundations, the Wisconsin 4-H Foundation supports nearly 150,000 youth who take part in various 4-H leadership, development and community-building activities throughout the state. Learn more about the Wisconsin 4-H Foundation by visiting www.Wis4HFoundation.org.

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