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### **Scotsburn Ice Cream Company recognized for Best New Product at Canadian Grand Prix New Product Awards**

TRURO – Scotsburn Ice Cream Company’s Premium Inclusion Ice Cream Bars were recognized as one of the year’s best new products during the Retail Council of Canada’s 2015 Canadian Grand Prix New Product Awards, held June 3 in Toronto.

The Canadian Grand Prix New Products Awards celebrate the best new products in food, non-food and private-label categories. Scotsburn won the award in the dessert category from among food producers across the country.

“This is great recognition for Scotsburn’s ice cream and novelty products, especially when you consider how we were among some of Canada’s largest and most well-known brands,” said Doug Ettinger, President and CEO of Scotsburn Ice Cream Company. “It speaks volumes about the quality of Scotsburn’s products, and we’re extremely proud that we are able to offer this award-winning product to Atlantic Canadians.”

The Canadian Grand Prix New Product Awards are judged by a 30-member panel. The panel includes consumers, food journalists, packaging designers, and grocery industry R&D and marketing professionals. Through a rigorous judging process, the jury grades each entry on five criteria: uniqueness and innovation, product characteristics, presentation and packaging, overall consumer value and household penetration rate of a product.

Scotsburn’s Premium Inclusion Ice Cream Bars met the uniqueness and innovation criteria by being the first Canadian dessert product to offer miniature cup inclusions in ice cream bars. It’s Udderly Divine and Hoof Prints ice cream bars have taken the two most popular flavours of Scotsburn ice cream and transformed them into easy-to-serve, portion-controlled products. Udderly Divine bars include chocolate-covered peanut butter cups, while Hoof Prints bars contain chocolate-covered caramel cups.

The new products join Scotsburn’s already popular Vanilla & Milk Chocolate and Almond & Milk Chocolate ice cream bars. They also open the door for Scotsburn to offer new miniature cup inclusion products to consumers who have previously only been able to enjoy plain ice cream bars or ice cream bars with ripples.