

**For Immediate Release**  
**October 7, 2016**

### **Burrows named new CEO**

TRURO – Scotsburn Ice Cream Company announced today that Jeff Burrows is the new Chief Executive Officer.

Burrows stepped up as Chief Operating Officer this summer following the departure of former Chief Executive Officer Doug Ettinger for a new opportunity in Ontario. Burrows has been with Scotsburn for 11 years, serving primarily as Chief Financial Officer.

“Over the past several months, Jeff has clearly shown he is more than able to lead Scotsburn into the future,” said Robbie MacGregor, Chair of the Board of Directors of Scotsburn. “He knows our business, he understands our strategy for growth through innovation and export and he recognizes the challenges and opportunities ahead.”

MacGregor thanked his predecessor as Board Chair, Jim Burrows, who served as interim Chief Executive Officer.

“For 19 years, Jim Burrows was a faithful and diligent board member, culminating in his role as chair, then interim Chief Executive Officer,” added MacGregor. “All Scotsburn co-operative members are grateful for his long service to our organization.”

The appointment of Burrows as CEO is effective immediately.

### **ABOUT SCOTSBURN ICE CREAM COMPANY**

Scotsburn Ice Cream Company’s vision is to be the premier provider of value added ice cream, frozen desserts and novelties in North America. From its roots as a dairy farmer owned creamery that opened for business in Scotsburn, Nova Scotia, in 1900, Scotsburn Ice Cream Company today is Atlantic Canada's leading brand of ice cream and frozen novelties and is one of the largest manufacturers of private label products for major customers across Canada.

Company website: [www.scotsburn.com](http://www.scotsburn.com)

### **CONTACT INFORMATION:**

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