



**For Immediate Release  
November 16, 2015**

### **Scotsburn Ice Cream Company grows through U.S. investment**

TRURO – Scotsburn Ice Cream Company’s growth and innovation strategy is taking the company south of the border for the first time in its 115 year-old history.

The company finalized an agreement earlier this month to become a minority shareholder in Yasso Inc., a Quincy, Massachusetts-based marketer of premium Greek frozen yogurt novelties. Founded in 2011 by childhood friends Drew Harrington and Amanda Klane, Yasso is one of the fastest growing brands in the United States ice cream/frozen yogurt category, with sales growth of 40% in the past year. Yasso products are carried in approximately 15,000 grocery stores, including all major retailers, across the United States.

“Yasso is a young dynamic brand, with strong leadership, making tremendous gains in the massive U.S. ice cream market,” said Doug Ettinger, Chief Executive Officer of Scotsburn Ice Cream Company. “Scotsburn is excited to be a part of the Yasso team and we are looking forward to working together more closely to achieve greater success.”

As part of Scotsburn’s investment, Ettinger will join Yasso’s Board of Directors. Through a separate co-manufacturing agreement signed with Yasso last month, Scotsburn facilities in Truro and St. John’s are now producing some of Yasso’s product to meet growing U.S. demand. Yasso and Scotsburn management will also be exploring a more integrated supply chain to support Yasso’s strong growth potential.

“Over the last four years, consumer demand for Yasso products have been better than we could have ever dreamed,” said Amanda Klane, co-founder of Yasso. “Thanks to our new partnership with Scotsburn Ice Cream Company, Yasso will be better positioned to meet this growing demand and allow us to introduce more people to the great tasting, healthy product offerings of the Yasso brand.”

### **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. With this strong foundation, Scotsburn Ice Cream Company is focused on national and international growth.

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

### **About Yasso®:**

Yasso is the first-ever line of frozen Greek yogurt bars to hit the market. In 2009, founders Drew Harrington and Amanda Klane set out on a mission to craft a wholesome and delicious everyday frozen treat. After two years of perfecting their recipe, Yasso Frozen Greek Yogurt Bars were born. Hitting store shelves in mid-2011, Yasso quickly became one of the fastest-growing brands in the frozen novelty category. Made with only natural ingredients, including real Greek yogurt, rBST-free milk and natural sweeteners, Yasso is a great low-calorie frozen treat filled with protein and containing little to no fat. Yasso currently offers products in 12 delicious flavors, and products can be found at major grocery and club stores nationwide. To learn more about the Yasso brand, please visit [www.yasso.com](http://www.yasso.com).

For more information, please contact:

Doug Ettinger  
President and CEO  
Scotsburn Ice Cream Company  
(902) 895-8430 x3101

