

FOR IMMEDIATE RELEASE

For more information contact:

Joanne Wolan

Wisconsin 4-H Foundation

info@Wis4HFoundation.org

608.262.1597

Kay Schmit, Marketing Manager

Cedar Crest Ice Cream

800.877.8341

4-H Clubs to Create Newest Cedar Crest Ice Cream Flavor



Madison, WI [June 1, 2017] — Cedar Crest Ice Cream of Cedarburg, Wisconsin, and the Wisconsin 4-H Foundation announce a contest to create the next Cedar Crest Ice Cream flavor. More than 1600 Wisconsin 4-H clubs are eligible to create and submit a flavor ‘recipe’ with the top clubs named as finalists and the top flavor produced for summer 2018.

Information and the application are available on Cedar Crest Ice Cream’s website:

www.cedarcresticecream.com

or by clicking the link at the Wisconsin 4-H Foundation website: www.Wis4HFoundation.org.

According to Brenda Scheider, Director of the Wisconsin 4-H Foundation, the Create an Ice Cream Flavor contest is a great opportunity for 4-H youth to work together to develop and name their flavor. “The most exciting part of the contest is the winning flavor will be available through Cedar Crest beginning next June.” Scheider credited Kay Schmit, Marketing Manager at Cedar Crest Ice Cream, for the creative idea, which already yielded popular flavors including Deep Space, the 2015 flavor contest winner. Deep Space was developed by the Badger Boosters 4-H Club in West Bend, Wisconsin. This year’s winning entry was Deep Woods, vanilla ice cream with swirls of maple syrup and crunchy pecans, created by the Baraboo Valley 4-H Club.

Entries will be judged by a panel of ice cream experts chosen by Cedar Crest’s staff. Cedar Crest manufacturers more than 80 flavors of ice cream at its Manitowoc, Wisconsin, plant, and distributes products in five states. Many of the flavors now produced by Cedar Crest Ice Cream, like Shipwreck and Elephant Tracks, came into existence via prior flavor competitions.

Based in Madison, WI, 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 more than 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.

###