



Wisconsin 4-H Foundation
702 Langdon Street, Madison, WI 53706-1420
info@Wis4HFoundation.org 608.262.1597

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

PHOTO AVAILABLE

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

Madison, Wis. [December 6, 2016] – Deep Woods, developed by the Baraboo Valley 4-H Club, 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, Deep Woods will be available statewide in time to celebrate June Dairy Month in 2017.

The winning flavor features vanilla ice cream with swirls of maple syrup and crunchy pecans. 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 Baraboo Valley 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 Debra Nieuwenhuis of Sauk 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 Baraboo Valley 4-H Club for their teamwork experimenting with different flavors to create the winning flavor.”

Cedar Crest is a long-time 4-H supporter. The ice cream flavor contest is just one way that 4-Hers partner with Cedar Crest. The winning flavor in the 2013 contest was CranRaspberry Cheesecake created by the Sunnyside Climbers 4-H Club of Plover. In 2014 the Dykesville Dolphins 4-H Club crafted the centennial flavor Udder Delight. The winner for 2015 was Waupaca County's Friendly Valley 4-H Club's Big Muddy. Last year the Badger Boosters 4-H Club of West Bend created Deep Space.

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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