

FOR IMMEDIATE RELEASE

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COUNTIES REPRESENTED: La Crosse, Winnebago, Rock, Price

CITIES REPRESENTED: Holmen, Winneconne, La Crosse, Evansville, Phillips

Winner and Finalists of Cedar Crest Ice Cream Flavor Creation Contest Announced



Madison, WI [January 15, 2020] — [Cedar Crest Ice Cream](#), Cedarburg, Wisconsin, and the [Wisconsin 4-H Foundation](#) are happy to announce the winner and finalists of the 2019 Ice Cream Flavor Creation Contest. All will receive a Cedar Crest Ice Cream party, and the Grand Prize winner will be awarded \$300. They are:

Grand Prize Winner

Trail Blazers 4-H Club, Holmen, La Crosse County
----Flavor: Road Trip Wisconsin
----Leader: Peggy Maricle

Finalists

White Cedars 4-H Club, Winneconne, Winnebago County
----Flavor: Ant Hill
----Leader: Chelsy Cegielski

Mississippi Mud 4-H Club, La Crosse, La Crosse County
----Flavor: Lunar Mud
----Leader: Tina Johnson

Magnolia 4-H Club, Evansville, Rock County
----Flavor: Pina Moolada
----Leader: Shelly Andrews

Big Elk Badgers 4-H Club, Phillips, Price County
----Flavor: Logger Loot
----Leader: Jodie Kadlecek

The winning flavor features rich chocolate ice cream representing the fertile farmland of Wisconsin, walnut pieces for the northern woodlands, ribbons of caramel representing the mighty Mississippi and other rivers of our great state, and pieces of cheesecake for our long-standing history of cheese production (come visit Wisconsin today!).

According to Brenda Scheider, Executive Director of the Wisconsin 4-H Foundation, the 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 in July.”

The annual contest has already yielded popular flavors including last year’s winner, Wisconsin Campfire S’more created by Springbrook 4-H Club of New Richmond, Deep Woods, created by the Badger Boosters 4-H Club of West Bend, and Deep Space, developed by the Baraboo Valley 4-H Club.

Says Cedar Crest President, Ken Kohlwey, “We are proud to support this annual contest and partner with the 4-H organization. It’s really exciting each year to see the enthusiasm, creativity and teamwork shown by the kids in coming up with a unique flavor. We look forward to sharing the winning entry with our consumers.”

A panel of ice cream experts chosen by Cedar Crest judged the entries. The company manufactures more than 80 flavors of ice cream, along with frozen custard, gelato and sherbet at its Manitowoc, Wisconsin, plant, and distributes products in five states. Many of the flavors now produced by Cedar Crest, like Wisconsin Campfire S’more, are a result of the contest.

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 at www.Wis4HFoundation.org.

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Trail Blazers 4-H Club



4-H FLAVOR CONTEST WINNER

Trail Blazers 4-H Club Holmen, La Crosse County

Road Trip Wisconsin

Rich chocolate ice cream,
walnut pieces, caramel ribbon
and cheesecake pieces.

