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COUNTIES REPRESENTED: Green Lake, Kewaunee, Langlade, Waukesha
CITIES REPRESENTED: Markesan, New Berlin, New Franken, Antigo, Mukwanago

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

Madison, WI [January 15, 2021] — [Cedar Crest Ice Cream](#), Cedarburg, Wisconsin, and the [Wisconsin 4-H Foundation](#) announce the winner and finalists of the 2020 Cedar Crest Ice Cream Flavor Creation Contest. The finalists will receive a Cedar Crest Ice Cream party, and the Grand Prize winner will have an ice cream party and will be awarded \$500. They are:

Grand Prize Winner

Country Clover 4-H Club, Green Lake County (Markesan, WI)
Flavor: Tractor Tracks
Leader: Jacky Berndt

Finalists

Cleveland Challengers 4-H Club, Waukesha County (New Berlin, WI)
Flavor: Cranberry Frost
Leader: Angela Jones

Champion Spark Plugs 4-H Club, Kewaunee County (New Franken, WI)
Flavor: Bunny Fluff
Leader: Debbie Olsen

Aniwa Rockets 4-H Club, Langlade County (Antigo, WI)
Flavor: Fair Food
Leader: Carrie Wincentzen

Prairie Pioneer 4-H Club, Waukesha County (Mukwanago, WI)
Flavor: Red Velvet Cookie Crumble
Leader: Jennifer Samuels

The winning flavor, Tractor Tracks, features chocolate ice cream, peanut butter cups and a marshmallow swirl.

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 this summer.”

The annual contest has already yielded popular flavors including 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 the Wisconsin 4-H organization through our annual flavor contest. The project requires collaboration, teamwork and creativity to create the next best ice cream flavor. We look forward to reading each entry that comes in and share the winning flavor with our customers.”

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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PHOTO: Last year's winner, Trail Blazers 4-H Club of Holmen, WI, holds a drive-thru ice cream party.