
Coconut Milk Gives New Ice Cream Luxuriously Smooth Texture with Fewer Calories

Eugene, OR ~ Purely Decadent® Brings New Level of Taste to Non-Dairy Frozen Desserts ~ Turtle Mountain, makers of America's most popular dairy-free ice creams and frozen desserts, has again brought delicious innovation to consumers with its new line of Purely Decadent® Ice Cream made with coconut milk. It features five flavors including classic favorites Vanilla Bean and Chocolate and truly decadent Cookie Dough, Mint Chocolate Chip and Coconut. All are made with organic coconut milk instead of dairy or soy milk and contain fewer calories, less sugar and less fat than most super-premium ice creams. All five flavors are also 100% gluten-free ...

Turtle Mountain's new coconut milk line was developed to provide consumers the most delicious ice cream available, dairy free or not. Velvety and rich with a texture equal to the best dairy ice creams, they are perfect for ice cream lovers who want to eat healthier without compromising taste. Sweetened with natural agave syrup, one serving of Vanilla Bean contains 150 calories, 12 grams of sugar and 8 grams of fat. By comparison, one serving of Ben & Jerry's® Vanilla Original contains 240 calories, 19 grams of sugar and 16 grams of fat.

Turtle Mountain executives believe the new line will be an immediate hit with consumers. "We're very excited about this new line. The response we've been getting at consumer tastings has been overwhelming. One woman even said she'd marry me if I gave her another sample," said Tim Bennett, Director of Marketing at Turtle Mountain. He added, "People are surprised by how smooth and rich it is."

MSRP for Purely Decadent® Ice Cream made with coconut milk is \$5.49 for a pint container. The product will be available at Whole Foods Markets in June and nationwide at select grocery and natural foods stores in the months following.

About Turtle Mountain, LLC

Based in Eugene, Oregon since 1990, privately held Turtle Mountain provides consumers with healthier alternatives to dairy-based frozen desserts with its Purely Decadent®, So Delicious®, and Soy Delicious® brands. All products are 100% plant based, contain no artificial sweeteners, trans-fats or hydrogenated oils and most are made with certified organic ingredients. For full product offerings and complete nutritional information, please visit: <http://www.turtlemountain.com/>.