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## News Release

### Organic Frozen Yogurt Mix: Creator of first organic frozen yogurt mix adds new flavors!

MARSHALL, Calif., Jan. 14, 2010 - Straus Family Creamery, who introduced the first organic frozen yogurt mix available for frozen yogurt stores, has added Dutch Chocolate and Plain Base to its flavor offering. Straus developed this organic mix in the summer of 2008 to meet demand created by the enormous increase of frozen yogurt stores across the United States. This organic, nonfat mix contains live & active cultures and allows frozen yogurt stores to offer an organic frozen yogurt to their growing base of customers. The mix is shipped refrigerated and requires no additional mixing or ingredients; simply pour into the machine and serve!

Dutch Chocolate has a rich chocolate flavor with only 110 calories and 1g of fat per 4oz serving. The Nonfat Plain Base is used by frozen yogurt shops to create their own unique flavors. Shop owners simply add the Plain Base their own purees, powders or syrups to make their own signature flavors. Straus customers have used the Plain Base to create everything from Strawberry to Tangerine to Eggnog. Chocolate and Plain Base are welcome additions to the current flavor offering which includes Original Tart and Vanilla.

"We have been swamped with calls from frozen yogurt shops asking for an organic mix," said Albert Straus, President of Straus Family Creamery. "This new demand for an organic mix that contains beneficial live and active cultures is not surprising given the growth of our yogurt business in grocery stores".

Growing demand for organic dairy foodservice products has led Straus to develop more foodservice-specific offerings. Straus currently offers its award-winning European-style Butter and Yogurt in foodservice packs as well as cream-top milk and hard-pack ice cream.

Straus Family Creamery began in 1994 as the first certified organic dairy and creamery west of the Mississippi River. Straus' mission includes integrating sustainability into all aspects of the business from powering the Straus dairy with a methane digester to packaging the milk in reusable glass bottles.

For more information about Organic Frozen Yogurt Mix and about Straus Family Creamery, contact Brie Johnson at [media@strausmilk.com](mailto:media@strausmilk.com). She can also be reached by phone at 707-776-2887 ext. 113. Please visit Straus Family Creamery's web site [www.strausfamilycreamery.com](http://www.strausfamilycreamery.com) or follow us on [Facebook](#) and [Twitter](#) for more information.

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*Straus Family Creamery strives to consistently provide the highest quality, best tasting, organic milk, yogurt, butter and ice cream made with minimal processing and wholesome ingredients. Straus Family Creamery makes business decisions based upon environmental and ecological considerations, which support the philosophy of sustainable, organic family farming, for the health and well being of the company, its producers, employees and the community at large.*