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Breyers' All Natural Ice Cream Goes Green!

New Line of Organic Ice Cream to Hit Supermarkets Nationwide

Green Bay, WI (Aug. 28, 2006) — This September, the company with a heritage for making ice cream with all-natural ingredients is going organic with the introduction of Breyers® All Natural Organic Ice Cream.

The new line of Breyers USDA-certified organic ice cream has been developed in response to consumers' growing interest in organic foods. According to the Organic Trade Association, organic foods are becoming an increasingly popular trend in the U.S., with organic food sales nearly tripling since 1997, growing between 17 and 21 percent each year. In the same period the organic ice cream segment has grown nearly 55 percent¹.

"We know people want natural and organic food options in more than just the produce section of the grocery store," says Dan Hammer, vice president of marketing for Unilever Ice Cream. "The introduction of Breyers Organic Ice Cream demonstrates our continued commitment to offer our customers the widest variety of options to fit their ever-changing needs and lifestyles."

Breyers Organic Ice Cream will be offered in **Vanilla Bean, Chocolate, Coffee** and **Vanilla Fudge Swirl** flavors. The products will be available nationwide beginning this September and can be found in either the freezer section or organic freezer section at supermarkets. A one-quart container sells for a suggested retail price of \$4.99-\$5.99.

Another option for people with specific health interests is **Breyers Lactose Free Vanilla** ice cream, which is also available in supermarkets nationwide. Breyers created the Lactose Free Vanilla ice cream as a product offering for the 30 to 50 million consumers nationwide who are lactose intolerant² and it has become one of Breyers most complimented product in the line. Breyers Lactose Free Vanilla ice cream sells for the suggested retail price of \$5.29 for a 56 oz container.

About Unilever Ice Cream

Unilever North American Ice Cream, headquartered in Green Bay, Wis., is the largest manufacturer and marketer of branded packaged ice cream and frozen novelties in the United States, where the

company operates nine manufacturing facilities and employs approximately 3,400 people. Its well-known brands include Breyers[®] Ice Cream, Ben & Jerry's[®], Popsicle[®], Good Humor[®], and Klondike[®].

1. Organic Trade Association: <http://www.ota.com/organic/mt/food.html>
2. National Institute of Diabetes, and Digestive and Kidney Diseases: <http://www.niddk.nih.gov/>

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