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## **STAY HEALTHY THIS HOLIDAY SEASON WITHOUT PASSING ON DESSERTS WITH LALOO'S ICE CREAM DESSERT AND DRINK RECIPES**

**Laloo's is the World's First Goat Milk Ice Cream  
A Rich and Creamy NEW Dessert Option That's Amazingly Low in Fat  
And Makes a Festive Hostess and Holiday Gift**



### **The Goat Makes It Good!**

*Petaluma, Sonoma County, California (November 28, 2006)* – Stay healthy this holiday season without passing on the desserts. So many of us over indulge during the holidays and end up feeling guilty and adding on the pounds. But what if there was a way to create new culinary holiday traditions that TASTE GREAT and leave your friends and family feeling SATISFIED and GUILT FREE?

Laloo's (pronounced Lay-looz) Goat Milk Ice Cream is here to make this seemingly impossible dream a reality this holiday season. Let's Laloo's Founder and CFO (Chief Flavor Officer) Laura Howard, tell you how you can scream for ice cream and sweet treats this holiday -- without any fear from too much fat or calories.

### **Laloo's Low fat Gourmet Ice Cream**

Laloo's is low in calories and fat with 4-6 grams of fat (only 3 of it is saturated) and 140-160 calories per serving—a sharp contrast from other premium ice creams that average 17 grams of fat and 230 to 300 calories per serving. Laloo's contains no growth hormones, is low in lactose, and is made by hand from natural ingredients that are locally produced in Sonoma County.

### **Laloo's Scrumptious Flavors Available Nationwide**

Laloo's goat's milk ice cream now comes in 10 “spoon-lickingly delicious to the last scoop” flavors - from **Vanilla Snowflake and Pumpkin Spice to Chocolate Cabernet and Molasses Tipsycake**. Each delectable flavor is available nationwide through Whole Foods Markets, Wild Oats, other premium grocers and at [www.goatmilkicecream.com](http://www.goatmilkicecream.com).

### **Why Goat's Milk?**

Many consider goat's milk as close to a perfect food as possible. Scientists say its chemical structure is amazingly similar to mother's milk. Goat's milk is naturally low in fat and lactose, and many people find it is easier to digest than cow's milk.

Laura was recently featured on the TODAY SHOW as one of three women who successfully changed careers in mid-life -- she's incredibly articulate & has an interesting story to share as a former Hollywood producer turned goat milk ice cream maker.

### **Start a New Healthier Holiday Tradition with Laloo's**

Here are a few of Laura's favorite **holiday treats and recipes**; most are fast and easy, and require just a few ingredients.



#### **First: Serve Laloo's Easy Pumpkin Spice Icebox Pie this Thanksgiving**

The frozen pumpkin pie recipe is so easy, it practically makes itself . It's an ideal "home-made" low-fat dessert for Thanksgiving or Christmas. **(photos available upon request)**  
Let your children help -- it is a wonderful way to start your own family traditions.

#### **1. Laloo's Easy Pumpkin Spice Icebox Pie (a new lowfat Holiday tradition!)**

20 whole graham cracker (10 ounces total) broken to dust

½ cup (1 stick) chilled unsalted butter

¼ cup palm or coconut oil (Try Jungle products C.O. available at Whole Foods)

1/2 cup packed golden brown sugar and 6 oz finely chopped pecans

#### **The crust:**

Position rack in center of oven and preheat to 350°F. Wrap foil around outside of 10-inch-diameter springform pan with 3-inch-high sides.

Combine graham crackers, butter, oil and sugar in processor. Using on/off turns, blend until crumbs begin to stick together. Press crumbs onto bottom and 2 3/4 inches up sides of springform pan. Bake crust 10 minutes. Transfer to rack and cool, then freeze.

#### **The filling:**

It couldn't be easier, just take two pints of Laloo's Pumpkin Spice Goat Milk Ice Cream and put them in the refrigerator for 30 minutes or until the ice cream is soft but not melted.

#### **The Pie:**

Remove the crust from the freezer and pop off the spring pan, spread Laloo's Pumpkin Spice soft ice cream into crust to desired thickness (I like one and a half pints per pie). Top with a few pecans in a pretty pattern and refreeze in the icebox for 1 hour.



## **2. Laloo's Chocolate and Guinness Float**

2 generous scoops La-Loo's chocolate ice cream  
2 T. chocolate Syrup  
4-5 ounces Guinness Beer

Put half of beer in a tall, cold mug; add syrup and mix. Float ice cream on top of mixture and fill with remaining beer making sure to create some foam on top for dramatic presentation. Serves 1

## **And Serve Any One Of Laloo's 10 Gourmet Flavors, Perfect For The Season**

....like Pumpkin Spice, Strawberry Darling, Deep Chocolate, Vanilla Snowflake, Chocolate Cabernet (a harvest season, limited time only flavor), Lemon Chiffon, Black Mission Fig, and Molasses Tipsycake.

And for dessert lovers who are lactose intolerant, Laloo's is a revelation. Many people who commonly experience discomfort from dairy foods can easily digest Laloo's goat's milk ice cream and frozen yogurts.



## **Laloo's All-New Frozen Yogurt – Raspberry and Brownie and Clyde**

Laloo's just introduced the world's first Goats Milk Frozen Yogurt in two all-new flavors: Raspberry – light and healthy with a tart, starburst of summer fruit flavor; and Brownie and Clyde -- vanilla frozen yogurt with chunks of “no pudge” fudge brownies - both are currently available on the west coast and will be arriving to freezer sections nationwide

in 2007.



### **This Holiday - Give Only the Best from Laloo's**

A pint of premium Laloo's makes a great hostess gift for any holiday party or a sweet holiday present. Laloo's is a fabulous frozen confection to serve guests and can be used as a main ingredient in healthy but indulgent holiday recipes.

1. Laloo's is available for sale online at <http://goatmilkicecream.com/getsome.php> - pints are shipped out FedEx Priority Overnight to ensure proper delivery. In fact, Laloo's guarantees a proper frozen delivery because they ship in special reusable Styrofoam containers that contain small sealed packages of dry ice.

2. Give Laloo's as a holiday gift -- festively packaged in a stylish Tote Bag Cooler. Here's a very hip and affordable Milano Tote Bag Cooler online at [http://www.cooler-store.com/milano\\_tote\\_bag\\_cooler\\_619\\_prd1.htm](http://www.cooler-store.com/milano_tote_bag_cooler_619_prd1.htm) -- and best of all, it comes in red, green, orange and black - perfect for the fall/winter holidays and is only \$15. The recipient will not only enjoy delicious Laloo's but will remember you every time they use the cooler.

### **Dive Into A Pint of Laloo's – Special Coupon**

Nothing will convince you more than tasting Laloo's yourself. Please pick up a pint or two for yourself by requesting a coupon from Kris and Tris.

### **About Laloo's**

Laloo's founder Laura Howard – a former Hollywood producer turned yoga instructor, goat herder and new mother -- started making ice cream from goat's milk in 2004. She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California. She spends two months each year living at her villa in Tuscany where she is inspired by the Slow Food movement and the many flavors of Italy, which show up in her goat milk ice creams and frozen yogurts.



Laura Howard and Laloo's Baby Goat Jethro  
Please keep Laloo's and Chief Flavor Officer Laura Howard in mind for any upcoming

interviews on healthy AND indulgent treats. Please visit: [www.goatmilkicecream.com](http://www.goatmilkicecream.com).