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GIFFORD'S ICE CREAM WRAPS UP SUCCESSFUL ANNIVERSARY YEAR

Major new accounts, awards, and community involvement make 30th year one to remember

Skowhegan, Maine – Gifford's Ice Cream (www.giffordsicecream.com), Maine's award-winning ice cream company with more than 140 years in the dairy industry, wrapped up 2010 – the 30th anniversary of the opening of its Maine ice cream stands – with notable business expansion, several high-profile industry awards, and continued community outreach activities.

"Like many businesses, we have faced pressures in this economy, but we've been able to boost our involvement in charitable activities even more, significantly grow our business, and earn awards for our ice cream in the process," noted Lindsay Gifford-Skilling, vice president of sales and marketing. "Our whole family and team at Gifford's are all so grateful. We don't take one ounce of this success for granted."

In a year when many businesses experienced lagging sales, Gifford's attracted substantial new business in 2010. High-profile local account additions have included Maine Maritime Academy, Portland Pie Company's four locations, Linda Bean's Perfect Maine, and Southern Maine Community College. Gifford's landed prestigious, out-of-state accounts as well, including New England family theme park Lake Compounce in Bristol, Conn.; Dave's Marketplace, the largest independent grocery chain in Rhode Island; and Geissler's Markets, a Connecticut-based, independent chain. Gifford's also continued expansion efforts in New Jersey, landing Ice Cream Station & Deli in Pompton Lakes.

Gifford-Skilling credits the company's growth to its longtime reputation for premium-quality products. Committed to crafting its products using the finest ingredients, Gifford's makes all of its 54 flavors using fresh, pasteurized, growth-hormone-free milk from local Maine dairy farms. This year, company officials also launched an effort to eliminate High Fructose Corn Syrup from its products, in response to increased consumer interest in reducing HFCS in their diets.

"We've never believed in skimping on ingredients," Gifford-Skilling explains. "For example, our Pistachio ice cream will always be chock-full of real Pistachio nuts, and, despite rising costs, we won't reduce the quality of the cream in our products. We refuse to sacrifice the Gifford's quality people count on just to cushion the bottom line."

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This commitment to excellence has paid off year after year, and 2010 was no exception. Gifford's swept the competition at the 2010 World Dairy Expo, the only international judging contest of its kind, earning not only the title of "World's Best Chocolate" for the third year, but also earning recognition as "Grade A & Ice Cream Grand Champion." Gifford's Old Fashioned Vanilla flavor also won first prize in the Brand category at the eighth annual New Jersey Ice Cream Festival for the third year in a row, and Gifford's Chocolate Lovers Chocolate bested the competition in the "People's Choice Brand" category.

The impressive showings did not go unnoticed: Gifford's was featured on Food Network's popular "Unwrapped" show in 2010. The show's chocolate-focused episode, "21st Century Chocolate," spotlighted Gifford's popular "Chocolate Lovers Chocolate" flavor and its no-shortcuts process, which blends antique ice cream churners with a state-of-the-art freezing system. Gifford's also attracted coverage ranging from *The New York Times* and New England Cable News to Boston.com, *The Portland Press Herald*, and *Intermezzo* magazine.

The company continued to introduce new flavors, as well. Chocolate Rainforest Crunch, introduced to wholesale customers this summer, followed by Quarterback Crunch, also launched as one of Gifford's limited edition "Special Batch" flavors, met with enthusiastic response from Gifford's fans throughout the Northeast. Toasted Coconut, served exclusively at the company's five family-owned stands, also enjoyed lively customer response that exceeded company expectations.

The Gifford's family remains committed to donating 10 percent of its annual profits to organizations that promote healthy, active kids, and its increased participation in the 2010 Dempsey Challenge (www.dempseychallenge.org) was significant. Selected as Official Ice Cream of the annual event for the second year, Gifford's increased its product offerings to support the expanded, two-day format of the event and also added a monetary donation based on ice cream sales.

"It's been a big year at Gifford's, and we are looking forward to sharing even more exciting business developments in early 2011," Gifford-Skilling added. "Some major, positive news and developments are already underway – stay tuned!"

About Gifford's Ice Cream (www.giffordsicecream.com):
Gifford's Ice Cream sources its fresh cream and milk exclusively from independent family farms in Maine, and relies on antique 1940s Cherry Burrell freezers coupled with a state-of-the-art freezing system to achieve its award-winning, creamy texture and fresh-churned consistency. The multi-generation, family-owned company uses only the finest ingredients, from nuts, berries, and fresh fruits to premium chocolate, imported vanilla extract and pure, all-natural Maine maple syrup. Gifford's has earned numerous international and national "First Place" and "World's Best" awards for its premium ice cream and sherbet and continues to expand its distribution and offerings.

Available throughout northern New England at Hannaford locations, Shaw's Supermarkets, and Roche Bros. locations, Gifford's Ice Cream also is offered in several hundred ice cream stands throughout New England, New York and New Jersey, and is served at a growing number of high-profile account locations, including Rutgers University, The BALSAMS Grand Resort Hotel in New Hampshire, and the University of Connecticut.

For further information, visit www.giffordsicecream.com .

To request photos, or to schedule an interview with Lindsay Gifford, Gifford's Ice Cream VP of Sales, contact Ann Ewing at Ph: 207.699.5500 or ann@FrontBurnerPR.com .

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