

LOVIN' SCOOPFUL SELECTS SAFEWAY INC.'S LUCERNE FOODS AS EXCLUSIVE PRODUCER OF ITS ICE CREAM

Seattle-based premium ice cream company contracts with Lucerne Foods



SEATTLE – (June 19, 2013) – [Lovin' Scoopful](#), a premium ice cream company founded by Maria Shriver, Tim Shriver and partners, to benefit Special Olympics and other nonprofits that help empower the human spirit, announces its product production and development agreement with [Lucerne Foods](#), a wholly owned subsidiary of long-time Special Olympics supporter, Safeway Inc.

“It’s an exciting time for our company,” said Dan Samson, co-founder of Lovin’ Scoopful. “By consolidating our manufacturing processes with Lucerne Foods, we’re able to provide more consistent Lovin’ Scoopful products across the country.”

With its production and manufacturing relationship with Lucerne Foods, all Lovin’ Scoopful ice cream products will feature tamper-proof bands, creating branding and package consistency in all distribution across the country. In addition, Lovin’ Scoopful will have the opportunity to work with Lucerne Foods on new product and flavor development in the future.

“Lovin’ Scoopful is a great brand with a wonderful purpose,” said Ken Gott, vice president and general manager of Lucerne Foods, Inc. “Their dedication to creating great products makes them a natural fit for Lucerne Foods and Safeway. We’re excited to help them grow.”

The new collaboration complements Safeway’s decades-long relationship with Special Olympics. Special Olympics is one of the major beneficiaries of the company’s annual Support for People with Disabilities fundraiser, which raises millions of dollars each year to help people with physical and developmental disabilities live healthier, fuller lives. In addition, individual divisions and countless stores have raised money for their local Special Olympics chapter and Special Olympics athletes over the years.

Launched in 2008, Lovin' Scoopful's mission is to create as many smiles as possible. Empowering the human spirit and satisfying taste buds, the company donates 25 percent of its post-tax profits (\$50,000 minimum annually) to Special Olympics. The company also hosts an annual [Lovin' Award](#) contest for youth who are committed to making a difference in their communities through involvement with Special Olympics programs and outreach.

Made with an all-natural base, non-rBST cow's milk and cream, all Lovin' Scoopful gourmet light ice cream flavors contain half the fat and a third fewer calories than other premium brands, providing a healthier alternative while maintaining a super-premium taste.

All 14 flavors of Lovin' Scoopful ice cream come in 1.75 quart containers and retail for \$3.99 to \$4.99 at select grocery stores around the country. For more information, including retailers carrying Lovin' Scoopful products, please visit www.lovinscoopful.com. Follow Lovin' Scoopful on Facebook at www.facebook.com/lovinscoopful and on Twitter at www.twitter.com/LovinScoopful.

About Lovin' Scoopful:

Lovin' Scoopful is a premium ice cream company operating with the objective of making not only its customers happy, but also making many others happy through significant contributions to causes that help empower the human spirit. Maria Shriver, Tim Shriver, Angelo Moratti and Dan Samson launched Lovin' Scoopful in 2008 with the intent of offering a high quality, fun and health conscious product that would also serve as an ongoing source of revenue for worthy causes. Currently, the company is proud to donate 25 percent of its post-tax profits, \$50,000 minimum annually, to Special Olympics.

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