

Shamrock Farms Launches New Brand Campaign, Effort to Support MilkPEP's sponsorship of the U.S. Olympic Team

Brand's commitment to purity and freshness highlighted in new marketing initiatives

(April 27, 2016) - Shamrock Farms, one of the largest family owned and operated dairies in the country with products found in more than 45,000 quick service restaurants nationally, is getting a new look this year. A variety of new initiatives will reinforce the brand's commitment to purity, freshness and superb taste, with no added hormones, and put its high quality ingredients front and center. Highlights of the new campaign include newly launched advertising, a fresh fleet of trucks and special packaging that supports the milk industry's sponsorship of the U.S. Olympic & Paralympic Team.

The advertising campaign showcases Shamrock Farms' pure, fresh and delicious product line up. The campaign creative also depicts the company mascot, Roxie, pledging her 'cow's honor' to upholding high standards and producing nutritious milk with no artificial growth hormones that parents can feel confident serving their families.

Through the national Milk Life campaign, Shamrock Farms is showcasing Milk's support of Team USA by representing how world-class athletes rely on the protein and other essential nutrients found in milk to fuel their dreams. From single serve on-the-go milk to gallons to school milk cartons, millions of packages of Shamrock Farms white milk will bear special edition packaging with the line "Nutrients to Power Gold Medal Dreams," and Roxie wearing patriotic apparel. The new packaging will be released in late-May and remain available throughout the summer as Team USA competes in Brazil. Beyond the new packaging, Shamrock Farms will support Milk's sponsorship of Team USA through digital advertising, public relations, exclusive recipes and social media promotions offering fans the opportunity to win exciting prizes over the next 100 days leading up to the Games.

"Shamrock Farms has been serving high quality milk with no added hormones – ever – for more than nine decades," said Ann Ocaña, Chief Marketing Officer for Shamrock Foods Company. "Milk is proud to help fuel everyone, from families nationwide to Team USA, with milk's nutrient powerhouse."

Fresh From The Farm

Shamrock Farms' commitment to purity and freshness is an important part of its heritage. For more than 90 years, Shamrock Farms has been sourcing its milk from hand-selected local farms, including its own family farm in Arizona, all of which surpass industry requirements for safety and the company's high standards of care.

Everything Shamrock Farms makes starts with fresh milk from our family of local farms. The milk is tested to the highest standards to ensure only the purest milk goes into every product. It's then crafted using a hands-on approach that has been refined for three generations.

FOR IMMEDIATE RELEASE

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Ingredients You Can Feel Good About

Shamrock Farms milk has all of the high quality protein and essential nutrients people need with no artificial growth hormones. And it has no artificial flavors, colors, preservatives or high fructose corn syrup.

“Shamrock Farms is, and always has been, focused on delivering what we know families want: Nutritious milk made from cows that are treated with great care, with rigorous purity testing, for a fresh and delicious finished product,” said Ocaña. “Milk is an important part of a healthy diet, and the support of the milk industry’s sponsorship of Team USA is an exciting way to demonstrate the key role milk plays in providing nutrients to help anyone achieve their dreams.”

For more news and updates about Shamrock Farms, visit www.shamrockfarms.net, www.facebook.com/shamrockfarms and follow at @shamrockfarms.

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About Shamrock Farms

Shamrock Farms, one of the largest family-owned and -operated dairies in the U.S. and boasting its own farm with more than 10,000 traditional and organic milking cows, produces and distributes a wide variety of farm-fresh dairy products to nourish families.. Shamrock Farms mmmilk can be found in over 35,000 SUBWAY®, Arby’s and Wendy’s restaurants nationwide. All Shamrock Farms products are made with milk from cows not treated with the artificial growth hormone rBST. Shamrock Farms, which has processing facilities in both Arizona and Virginia, is a division of Shamrock Foods Company, a family-owned and -operated business founded in 1922 in Tucson, Ariz. For more information, visit www.shamrockfarms.net.