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ASSOCIATES

Primary Media Contact:
Kevin Sanchez
Hollenbeck Associates
415-227-1150 ext 110
kevin@hollenbeckassociates.com

FOR IMMEDIATE RELEASE

New Squeezable Whole Fruit Sorbets In Single-Serve Tubes an Instant Hit

Wholesome Frozen Treats Now Available In Stores & Via Website

SAN FRANCISCO, CA – The year’s most refreshing new grocery item is flying out of freezer cases throughout the West. Healthier than ice cream, and more nutritious than juice bars, new Jolly Llama Squeezable Whole Fruit Sorbets in single-serve tubes are made with whole fruit that’s picked at the peak of freshness and flavor. They’ve been an instant hit with grown-ups because they’re all-natural, low in calories, and packed with vitamins and natural fiber, and kids love them because they taste great and are fun-to-eat.

Just released in July, grocery retailers across the Western states have clamored to get Jolly Llama into their frozen foods sections. Over 150 stores, including most Whole Foods Stores (California), Oliver’s (Sonoma County), Nugget Markets (Sacramento area), New Leaf Markets (Santa Cruz County), Berkeley Bowls (Berkeley), Mother’s Markets (Los Angeles), Basha’s and Sprouts (Phoenix), and numerous others in Washington and Arizona now carry the squeezable single-serve tubes. Consumers nationwide can order the four flavors (blueberry, acai, strawberry, and mango) for home delivery through the company’s website, www.jollyllamasorbets.com. Suggested retail price is \$1.49 for a 3 oz. tube.

“There’s nothing else like them on the market,” said Scott Jacobson, Jolly Llama’s President and Founder. “We use premium ingredients and leave out the bad stuff like genetically-modified corn sweeteners and artificial flavors, so you can feel good about indulging in them.”

Jolly Llama makes their sorbets from whole fruit to retain all of the fiber and nutrients that nature intended, sweetens them with natural pure cane sugar, and fortifies them with Vitamins A & C, as well as fiber. Every flavor is low in fat and calories, gluten-free, and contains no allergens.

As a responsible business, Jolly Llama uses packaging that is sustainable and 100% recyclable. In addition to partnering with local nutrition and sustainability programs in schools and communities, the California-based company donates a portion of sales to organizations dedicated to ending global hunger.

Additional information is available at www.jollyllamasorbets.com .

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About Jolly Llama Company, LLC.

Launched in June 2009 and headquartered in California, Jolly Llama Company, LLC is a privately held company that produces a line of naturally healthy, super-premium and great tasting frozen novelties for consumers to feel great about enjoying.

For more information or to arrange an interview with Scott Jacobson, please contact Kevin Sanchez at Hollenbeck Associates, 415.227.1150 ext 110 or kevin@hollenbeckassociates.com.