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Contact:
Matt Jackson
Lambert, Edwards & Associates
616-233-0500 or mjackson@lambert-edwards.com

DENALI FLAVORS PARTNERS WITH GEORGIA NUT TO BRING RENOWNED MOOSE TRACKS® ICE CREAM FLAVOR TO SALTY SNACK AISLE

WAYLAND, Mich., Feb. 9, 2015 – West Michigan-based Denali Flavors®, developer of Original Moose Tracks® ice cream has partnered with leading confections and snack manufacturer Georgia Nut Company to introduce a line of ready-to-eat snack mixes to be sold in grocery and convenience stores beginning this spring. The introduction marks the first time the legendary ice cream flavor will appear in the snack food aisle.

Three “trail mix” flavors will be offered, two of them based on Denali’s top-selling decadent ice cream flavors, *Original Moose Tracks®* and *Extreme Chocolate Moose Tracks®*. The third flavor, *Caramel Moose Tracks®*, has been developed specifically for the snack mix launch. Available in 1.5-ounce single-serve “impulse” packages, 3.0-ounce “sharing” size and 6.0-ounce “value size” bags, the snack mixes have a suggested retail price of \$.99, \$1.79 and \$2.99 respectively. Custom sizes and package types are also available to the trade.

Original Moose Tracks Snack Mix features vanilla-coated waffle cone pieces with peanut butter cups, peanuts and Moose Tracks fudge-coated peanuts. *Extreme Chocolate Moose Tracks Snack Mix* contains Moose Tracks fudge-coated waffle cone pieces, Moose Tracks fudge-filled cups, peanuts and Moose Tracks fudge-coated peanuts. *Caramel Moose Tracks Snack Mix* contains caramel-coated waffle cone pieces, caramel cups, peanuts and Moose Tracks fudge-coated peanuts.

All three of the mixes are reported to be positively delicious.

“Our passionate ice cream fans continue to ask us for new ways to enjoy the Moose Tracks flavor experience,” said Neal Glaeser, president of Denali Flavors. “We felt the time is right for a grab-and-go snack mix that mirrors the ice cream experience our fans love, and our famous salty-sweet Moose Tracks fudge works particularly well in snack food form.”

The new snack mixes advance Denali’s growth of its Moose Tracks® flavor outside of the ice cream category. Last summer, the company introduced three novelty ice cream bar products and an ice cream sandwich based on its iconic flavor. In addition, Denali has established a partnership to offer Original Moose Tracks Cookies to the ready-to-eat cookies aisle.

“Georgia Nut has been making quality confections and snacks since 1945,” said Kurt Thorsen, vice president of sales and marketing for Georgia Nut Company and 25-year food ingredients veteran. “We’ve applied 70 years of candy and nut ingredients experience and covered them in Moose Tracks fudge, so it should surprise no one that these are some of the best tasting snack mixes ever created.”

The *Original Moose Tracks®* ice cream flavor was introduced in the mid-80’s by husband-and-wife entrepreneurs Wally and June Blume. It has since become one of the top-selling decadent ice cream flavors in the industry.

About Denali Flavors

Michigan-based Denali Flavors, Inc. is one of the leading inventors and marketers of specialty flavors for the ice cream industry, including its signature flavor, Moose Tracks®. Today, the product line consists of more than 30 flavors, including several versions of Moose Tracks® and other favorites like Caramel Caribou® and Bear Claw®. Denali Flavors' sister company, Wis.-based Denali Ingredients, is a leading supplier of chocolate coatings, fudge sauces, powders, fruit variegates, stabilizers, extruded products, flakes and other ingredients for the dairy, ice cream, bakery and food service industries. For more information, please visit www.moosetracks.com or www.denaliingredients.com.

About Georgia Nut Company

Georgia Nut is a Family owned and operated business since 1945 servicing the confectionary industry in contract manufacturing, bulk sales, and specialty food ingredients. With an unrelenting commitment to excellence and a unique approach to innovation and new product development, Georgia Nut has become one of the largest contract manufacturers of confections and snacks in the industry. For more information on the Georgia Nut Company, please visit GeorgiaNutCompany.com

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