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JULY 31, 2019

FOR IMMEDIATE RELEASE

Whole Foods Market Takes The High Road.

High Road Craft Brands Helps Create A New In-Store, Ice Cream Experience.

Whole Foods Market has updated their frozen treats counter in the Midwest region with handcrafted ice cream, sorbets and novelties from High Road Craft Brands.

High Road Craft Brands in Marietta, GA is no stranger to delivering products that meet and exceed Whole Foods Market standards. "Our partnership began in 2012 when we launched High Road in the South region of Whole Foods Market stores and went on to co-create a national private label project called Boulevard Tasty Ice Cream," said Christian Rodriguez, Senior VP of Commercialization for High Road Craft Brands. "We've been working with Whole Foods Market South Region since then with our branded High Road and Ciao Bella products and in 2013 began supplying the gelato mix for their frozen treats counter."

High Road Craft Brands has built a reputation among fans, chefs and restaurants for delivering handcrafted, vat pasteurized ice cream featuring 16% butterfat that creates a unique dessert experience. Unlike most ice cream manufacturers, all ingredients for High Road ice cream are made in-house, in the onsite commissary kitchen. "So if our ice cream has pralined pecans, shortbread cookies, strawberry jam or chocolate ganache, all of those things are made in-house by our team of chefs. And I think that's really a differentiator in the market, not to mention the pride we take in what we do, knowing that we're making a higher quality product for the consumer," said Rodriguez.

Amy Donati, bakery coordinator at Whole Foods Market Midwest had been searching for an amazing frozen treat experience and found what she was looking for and more with High Road.

"I first tasted High Road Ice Cream at a trade show and it was just over the top with flavor. The story of High Road chefs just melds so well with Whole Foods Market that I immediately became so excited for the potential to bring their products to our stores and couldn't wait for our guests to have the same flavor exploration," says Donati.

Relaunching the frozen treat counter with 18 new ice cream products in 36 stores across eight states is a huge undertaking. High Road Craft Brands is well known for their ability to turn around high-quality products to meet most any deadline. Donati worked directly with

Rodriguez to develop the menu and product lineup for the launch and manage the scope of this large project. "Developing a menu and a partnership that works through technical details with Christian and Nicki has been nothing short of wonderful," shared Donati.

Whole Foods Market guests will be among the first in the nation to try the brainchild of Nicki Schroeder, High Road's Co-Founders, and Chief Brand Officer, the *Wallop!*

"A *Wallop!* is a handcrafted ball of ice cream, wrapped in cookie dough and enrobed in dark chocolate. We're already making cookie dough here for inclusion to some of our ice creams, we craft our own chocolate chunks, and we make the ice cream. So I thought how cool would it be to have something that uses all of those items altogether. When you put it in your mouth you feel like you're literally getting walloped by a snack," says Schroeder.

It has taken roughly one year from initial meeting to store rollout. High Road initially shipped over 6,500 cases of ice cream, sorbet, ice cream sandwiches and Wallops into two different warehouses for the 36 stores covering 8 states.

High Road Craft Ice Cream, Sorbets, Ice Cream Sandwiches and *Wallops!* are now available at select Whole Foods Market Midwest region stores including Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska and Wisconsin.

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Electronic Press Kit with photos and video content available at:

<https://www.highroadcraft.com/pages/pressandmedia>

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