



For Immediate Release  
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## GIFFORD'S ICE CREAM ANNOUNCES "ECONOMIC RELIEF" FOR ICE CREAM FANS

*Maine company's new half-gallon containers to offer more ice cream with no price increase*

**Skowhegan, ME** –At a time when many companies are simultaneously downsizing their products while raising prices, Gifford's Ice Cream ([www.giffordsicecream.com](http://www.giffordsicecream.com)) is bucking the trend. The award-winning, family-owned and -operated ice cream enterprise based in central Maine today announced an ice cream *upsized* with a wallet-friendly twist: Gifford's will be launching its new, larger 64-oz (half-gallon) carton while maintaining the price of its original 56-oz carton. The price of the new 64-ounce carton will stay the same as the company's current 56-ounce carton, giving customers a bonus of eight additional ounces per carton, at no additional charge. The move is unusual in the industry, where many companies have repeatedly downsized their products while increasing prices in recent years.

The consumer-friendly change is not a particularly unusual one for the family-oriented company with a strong Northeast reputation.



[www.giffordsicecream.com](http://www.giffordsicecream.com)

"Gifford's has been crafting ice cream for more than 100 years now, and we're very proud of the quality and value we've consistently offered our customers," said Roger Gifford, President of Gifford's Ice Cream. "We're fully aware that today, families are trying to economize. So this year, we decided to increase the volume size of our ice cream without increasing the price tag.

"We've redesigned our packaging and will now be using traditional, 'old school' 64-ounce cartons, as well," Gifford added. "It was easy to make this decision, given our commitment to our loyal customers, coupled with the growing economic concerns so many people have today."

The change to the new packaging will begin in March of this year, at which time the 56-ounce carton will be phased out. At that time, Gifford's will be offered in retail locations in either the new half-gallon size or in quart-sizes.

Gifford's will offer seven of their popular classic flavors in the new 64-oz size: Black Raspberry Chocolate Chip, Chocolate, Coffee Fudge, French Vanilla, Grape-nuts with Vanilla, Moose Tracks and Old Fashioned Vanilla. Additionally, a special rotation of classic and new, seasonal flavors – including Butter Almond, Peach, German Chocolate Cake, and Pumpkin – will be available in the 64-ounce carton.

– more –

In addition to Gifford's new 64-oz size, the company's new half gallon carton is also getting a facelift. The more old-fashioned design being introduced on the 64-oz cartons will feature a story panel on the side of each package to give customers interesting new insights into their favorite Gifford's flavors.

Gifford's Ice Cream's flavors continue to earn national and regional wins, most recently for the company's Classic Vanilla, Maine Lobster Tracks, Chocolate, and Orange Sherbet flavors.

Ice Cream aficionados interested in signing up for Gifford's Ice Cream newsletter can send an email to [info@giffordsicecream.com](mailto:info@giffordsicecream.com) for company news, coupons, and special Gifford's children's activities.

*For further information, visit [www.giffordsicecream.com](http://www.giffordsicecream.com).*

*To schedule an interview with Lindsay Gifford, Gifford's Ice Cream VP of Sales, contact Ann Ewing at Ph: 207.699.5500 or [ann@FrontBurnerPR.com](mailto:ann@FrontBurnerPR.com).*