

NEWS RELEASE



From the heart
of Kansas City.

BelfonteDairy.com

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FOR IMMEDIATE RELEASE

Belfonte Dairy Honors Greatest Football Fans with KC Kingdom Crunch Ice Cream

Belfonte believes the greatest football fans deserve an ice cream named for them

KANSAS CITY, Mo., Oct. 4, 2021 – The best football fans deserve an ice cream named for them. So Belfonte Ice Cream’s KC Kingdom Crunch was introduced this year to honor the best armchair quarterbacks in the country.

“Being huge Kansas City fans ourselves, we were excited about another big game for our team and an ice cream flavor that would honor them,” said Tim Ketcham, general sales manager, Belfonte Ice Cream Company. The ice cream flavor was introduced this spring as part of the new packaging. KC Kingdom Crunch is one of the loaded premium flavors indicated with the gold-rimmed lid.

Ketcham continued “We came up with this delicious blend of textures and flavors that combines crispy chocolate pieces with chocolate malt ice cream and ribbons of caramel swirl. That perfectly described the ice cream we determined would be our KC Kingdom Crunch.”

Belfonte Ice Cream begins with a process designed to retain the farm-fresh creaminess and homestyle flavor. The two premium lines contain the highest-quality ingredients and a method that reduces air for a denser consistency, plus a higher fat content that creates a delicious, extra-creamy texture that delivers on its premium status. Belfonte's Classic flavors offer outstanding flavor with less fat at a lower price point.

KC Kingdom Crunch can be found at area grocery stores. Consumers can learn more about the new flavor and enter for a chance to win free ice cream by visiting belfontedairy.com/kc.

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About Belfonte Dairy

Since 1969, Belfonte Ice Cream & Dairy Foods Company has brought families smiles every day with rich, delicious dairy products made right here in Kansas City. Quality and taste matter most, and Belfonte products are made with only the finest milk from local farms. That's what helps us give you the unmatched fresh, creamy flavor in every Belfonte product – from ice cream to yogurt to dip. From the heart of Kansas City. For more information, www.BelfonteDairy.com.