NEWS RELEASE

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Belfonte Red, White & Boom! Named Best of Show at the Missouri State Fair

KANSAS CITY, MISSOURI, August 25, 2026 — There's a little extra BOOM! behind one of Belfonte's newest ice cream flavors. Belfonte's Red, White & Boom! Ice Cream earned top honors at the 2026 Missouri State Fair, receiving a Blue Ribbon and Best of Show recognition in the fair's dairy products competition.

The limited-time flavor combines smooth, old-fashioned vanilla ice cream with a bold cherry swirl and red-and-blue popping candy for a fun, nostalgic taste of summer.

The award adds another reason to celebrate a flavor that has been part of Belfonte's summer lineup and its Scoop Into Summer campaign throughout the Kansas City area.

"We knew Red, White & Boom! was a fun flavor, but having it recognized as Best of Show makes it even more special," said Tim Ketcham
General Manager, Belfonte Ice Cream & Dairy Foods Company. "It's a great recognition for our team and for a product that really captures what summer is all about."

The Missouri State Fair held August 13–23 in Sedalia, celebrates Missouri agriculture and welcomes hundreds of thousands of visitors each year. Dairy has long been a part of the fair, with products from across the state featured and judged at the annual event.

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About Belfonte Ice Cream & Dairy Foods Company
Founded in 1969, Belfonte Ice Cream & Dairy Foods Company has been crafting dairy favorites from the heart of Kansas City for generations. Best known for its signature ice cream and its No. 1 cottage cheese in Kansas City, Belfonte also produces a variety of high-quality dairy products including yogurt, dips, and more. With a long-standing commitment to quality and local pride, Belfonte continues to bring joy to families across the Kansas City region and beyond. For more information, visit BelfonteDairy.com.