

UDDERLY *ridiculous* FACT SHEET



WHO

Greg and Cheryl Haskett launched Udderly Ridiculous Goat Milk Ice Cream inspired by the goats on their 200-acre, third-generation family farm in Oxford County, Ontario.

Established: 2018

WHAT

Udderly Ridiculous Ice Cream is an artisanal goat milk ice cream. It is available in six sophisticated flavours with fresh ingredients sourced from local vendors and farms across Ontario.

6

FLAVOURS

Vanilla Bean Lavender, Wine & Dark Chocolate, Coffee & Craft Brew, Lemon Cream, Mango Tango, Pumpkin Spice

7

PARTNERS

Mariposa Dairy, Kintore Coffee, Upper Thames Brewing, Clovermead Honey Farm, Apple Hill Lavender Farm, Legends Estate Winery, Gay Lea Foods

170
RETAILERS

WHERE

Udderly Ridiculous Ice Cream can be purchased from a number of large and independent retailers across Ontario, as well as online through their website udderlyridiculous.ca

WHY

- Goat milk contains less lactose than cow's milk
- Goat milk is filled with vitamins, enzymes, and protein
- Goat milk is easier to digest than cow's milk
- Goat milk contains twice the healthful medium chain fatty acids, such as capric and caprylic acids, which are highly anti-microbial

#DIDYOUKNOW

LACTOSE IS THE LEADING FOOD SENSITIVITY IN CANADA



GIFT-A-GOAT™

10 cents from each tub sold goes towards buying goats through our partnership with World Vision.

40
GOATS
DONATED

Cheryl Haskett owns 51% of Udderly Ridiculous Inc, making this a woman-owned small business

51%
WOMAN-
OWNED

FIND US

Website: udderlyridiculous.ca
Facebook: Udderly Ridiculous
Instagram: @UdderlyIceCream

Email: cheryl@udderlyridiculous.ca
Call: 647 888-0444

4
AWARDS

Retail Council of Canada

27th Canadian Grand Prix: New Product- Dessert

The Royal Agricultural Winter Fair

Judges' Choice 2019

Staff Pick 2019

The Innovation Guelph Expo, 2019

Most Engaging