



Urban Processing, LLC.

6011 Washington Street
Wisconsin Rapids, Wisconsin 54494
Phone: 715-423-5200 Fax: 715-423-3646
Website: www.urbanprocessing.com

Makers of Premium Cranberry Products

PRESS RELEASE

Contact:

Steve Berlyn
715-423-3563
Email: steve@urbanprocessing.com
Website: www.urbanprocessing.com

FOR IMMEDIATE RELEASE

Governor Doyle promotes Wisconsin's Cranberry Industry with State Seal of Approval for new ice cream flavor

Wisconsin Rapids, WI - Wisconsin state legislation has declared the cranberry Wisconsin's state fruit. In keeping with his recent legislation efforts, Governor Jim Doyle helped celebrate the state fruit by scooping the first official scoop of Cranberry Cheesecake Ice Cream, created by the partnering of Urban Processing LLC, producer of all natural sweetened dried cranberries, and University of Wisconsin's Babcock Dairy.

Urban Processing, LLC provides the cranberry filling and topping for the newly created ice cream flavor. The cranberry filling and topping is one of many creative products which Urban Processing has developed as their Urban Best gourmet cranberry product line continues to grow.

Cranberry Cheesecake Ice Cream can be found at the Babcock Hall Dairy and Wisconsin House of Cheese, both in Madison, WI. This is just one more new market in which the versatile cranberry product has made a contribution. Governor Doyle's state legislation helps to promote Wisconsin's cranberry industry and the newly declared state fruit brings revenues to the state in a variety of ways. Urban Processing, LLC finds its innovative cranberry products contributing to those revenues in many capacities.

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