

## Country Style Now Served at Bettendorf Hy-Vee

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*Bettendorf, IA / January 13, 2011* – Quad-City dieters looking for a low-cal treat that won't blow their diet can now enjoy Country Style Ice Cream at Bettendorf's Hy-Vee cafeteria! The first cones of the "Taste Like Homemade" soft-serve product were served up last month. Country Style's original rich vanilla and new dark chocolate flavors are being served separately and in twist cones or cups and are being very well received.

Hy-Vee Dietician Stacy Mitchell, a long-time fan of Country Style, was surprised to see how healthy a choice Country Style is, compared to other frozen confection. "Talk about a really satisfying treat that can fool you! I've even said to my family, 'I don't want to know how many calories are in this stuff.'" Both Country Style flavors, even if consumed in a one-cup serving is 100 calories less and about half the fat of regular soft serve. It also has 2-3 grams less of saturated fat. Country style is also gluten-free, kosher and contains no high-fructose corn syrup. According to Mitchell, even diabetics can enjoy Country Style, as a single carbohydrate exchange, if they savor a half-cup serving. Customers at the Bettendorf Hy-Vee can now package quart-size containers to serve at home. Country Style is also available in the Milan Hy-Vee.

Country Style Ice Cream was founded in 1947 when Wayne Lindgren and his brother Chester "Whitey" Lindgren collaborated to produce a quality soft serve mix and opened the first Country Style on 23rd Avenue and 43rd Street in Moline, Illinois. Wayne eventually bought out Whitey's share of the business. Committed to quality, Wayne and his wife, Desyl, set out to establish Country Style as the finest quality soft serve ice cream in the country. Kent Kindelsperger took on the Country Style tradition and purchased Country Style on February 8, 1988 and continues to head the company today.

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