



Dreyer's Celebrates Opening of One of the World's Largest Ice Cream Plants
Company Completes \$100 Million Plant Expansion in Bakersfield

BAKERSFIELD, Calif., May 25 /PRNewswire-FirstCall/ -- Bakersfield, one of California's fastest growing cities, is now home to one of the world's largest ice cream plants. Today, Dreyer's Grand Ice Cream Holdings, Inc. (Nasdaq: DRYR), is celebrating the completion of a \$100 million expansion of its Bakersfield Operations Center, the company's largest of seven ice cream manufacturing facilities.

BOC will now make more than 100 different Dreyer's and Nestlé ice cream products and frozen snacks, including the new Dreyer's Slow Churned™ Light ice cream and Dreyer's Dibs™, a new bite-sized chocolate-coated ice cream snack available in grocery stores for the first time this month.

Dreyer's has recently hired an additional 230 employees -- mostly ice cream makers, warehouse workers and maintenance personnel -- to help staff the new 650,000 square-foot facility. A total of 730 employees work at the Bakersfield plant and the company announced it plans to add another 100 employees over the next two years.

In addition to adding six new ice cream manufacturing lines to its previous 19, Dreyer's has also built a 120,000 square-foot, -20 degree Fahrenheit ice cream warehouse, and 20-door distribution center. The five-story warehouse is used to freeze and temporarily store freshly made ice cream before it is loaded onto freezer trucks and shipped to grocery stores, convenience stores, drug stores, and restaurants across the country. Dreyer's expects the Bakersfield plant to dish out nearly 70 million gallons of ice cream and 100 million dozens of frozen snacks a year.

The plant, which has tripled in size and boasts the square footage of 13 football fields, is also the new home of Dreyer's state-of-the-art Technical Center. Its 43 food scientists and staff work to create new products, flavors and breakthrough innovations in ice cream, like the proprietary technology behind Slow Churned Light ice cream, which enables Dreyer's to create an ice cream, which, with only half the fat, tastes as rich and creamy as regular.

"Dreyer's Grand Ice Cream started out as a little ice cream shop on Grand Avenue in Oakland, California, in 1928," said T. Gary Rogers, Dreyer's chairman and CEO. "Today, our Dreyer's, Edy's, Häagen-Dazs and Nestlé ice creams are sold everywhere in the United States. Our Bakersfield Operations Center is a true showcase of the innovation we are bringing to the ice cream industry. Our employees in Bakersfield and across the country are dedicated to delighting consumers. We're thankful to have the opportunity to continue to offer America the best in ice cream products. Our consumers are passionate about ice cream, and so are we."

Dreyer's is also unveiling a new building sign for the Bakersfield plant, designed by employees Julio Norman and Cliff Picar. Their design was the winning entry in an employee contest to create a new sign befitting the world-class facility.

Dreyer's Grand Ice Cream Holdings, Inc., and its subsidiaries manufacture and distribute a full spectrum of ice cream and frozen dessert products. Brands of frozen dessert products currently manufactured or distributed by Dreyer's in the United States include Grand, Grand Light®, Slow Churned™ Light, Häagen-Dazs®, Häagen-Dazs® Light, Dibs™, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Toll House®, Carnation®, Push-Up®, Dole®, Homemade, Fruit Bars, Starbucks®, Skinny Cow®, Skinny Carb Bar™ and Healthy Choice®. The company's premium products are marketed under the Dreyer's brand name throughout the western states and Texas, and under the Edy's name throughout the remainder of the United States. Internationally, the Dreyer's brand extends to select markets in the Far East and the Edy's brand extends to the Caribbean and South America. For more information on the company, please visit www.dreyersinc.com.

NOTE: Edy's, the Dreyer's and Edy's logo design, Slow Churned and Homemade, are all trademarks or trade names of Dreyer's Grand Ice Cream, Inc. The Nestlé and Häagen-Dazs trademarks in the U.S. are licensed to Dreyer's by Nestlé. All other trademarks and trade names are owned by their respective companies and licensed to Dreyer's. NESTLÉ® DRUMSTICK®, NESTLÉ CRUNCH®, BUTTERFINGER®, TOLL HOUSE®, CARNATION® AND PUSH-UP® are registered trademarks of Société des Produits Nestlé S.A., Vevey, Switzerland.

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