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WildPlum Becomes First Retailer to Carry New Local Yampa Valley Ice Cream

STEAMBOAT SPRINGS — Anytime is a good time for an ice cream treat! Family owned, WildPlum market in Steamboat Springs, is bringing a new, locally-made, hand scooped ice cream from Yampa Valley Ice Cream Company to its guests, year-round.

Yampa Valley Ice Cream Company was founded in 2019. The business focuses on using locally-produced eggs and other ingredients in their unique flavor varieties.

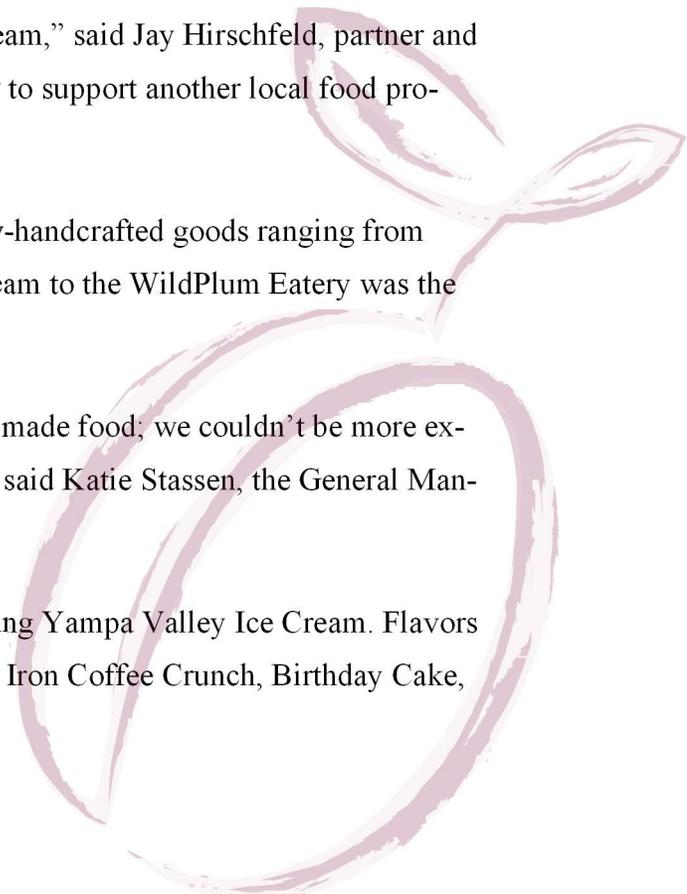
The company's signature local flavor, *Big Iron Coffee Crunch*, uses locally-roasted Big Iron Coffee, and won first place in 2019's Yampa Valley Farm-to-Table Ice Cream Competition, hosted by local farm, 41North.

“Supporting local businesses is a priority for Yampa Valley Ice Cream,” said Jay Hirschfeld, partner and co-founder. “Every new flavor we create is potentially another way to support another local food producer in our community.”

WildPlum supports local businesses by carrying a variety of locally-handcrafted goods ranging from soaps and beer to honey and lotions. Adding Yampa Valley Ice Cream to the WildPlum Eatery was the perfect addition to the grocer's local line-up.

“Everyone loves ice cream and our customers enjoy tasting locally made food; we couldn't be more excited to bring Yampa Valley Ice Cream to the town of Steamboat,” said Katie Stassen, the General Manager, otherwise affectionately known as the Head Plum.

WildPlum is currently first-to-market in the State of Colorado serving Yampa Valley Ice Cream. Flavors will change periodically. Customers can currently choose from Big Iron Coffee Crunch, Birthday Cake,



Chocolate, Cookie Dough, Cookies and Cream, Moose Tracks, Unicorn Tracks, Strawberry, and Vanilla, all in-store at WildPlum.

WildPlum is on a mission to bring “Goodness Elevated” to Steamboat Springs and premium, scratch made ice cream is the perfect addition to complement their mission.

A full remodel is underway which will bring a fire pit, indoor bar seating, an expanded dining area, and community events to Steamboat Springs. A new menu featuring après ski bites, breakfast, lunch and dinner meals was recently launched and is now available for dine-in and carry out.

For more information on WildPlum, please contact Nicole Brooks at nbrooks@crazygoodmarketing.net.

WildPlum is a woman and veteran owned marketplace located in Steamboat Springs, Colorado. The marketplace features an Eatery with a full menu and beer/wine bar, a Grocer stocked with essentials and epicurean treats and a vast Spirits collection featuring over 700 wine, beer and liquor varieties.

wildplumgrocer.com
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