



**Contact:** Kristina Peterson-Lohman  
312.616.2621  
kpeterson@c-k.com

## **ABOUT BORDEN DAIRY COMPANY**

Borden is one of the most trusted names in the dairy aisle, enjoyed by Americans for more than 150 years. Locally processed, Borden is best known for nurturing families and providing great-tasting, high-quality nutritious milk. Recognized for its rich, creamy taste, premium Borden® milk comes from artificial growth hormone-free cows\* and is processed with the highest quality service and processing standards. Borden milk provides nine grams of protein and 35 percent of the recommended daily allowance of calcium per serving.

### **About Elsie the Cow:**

Borden is proud to reintroduce Elsie, the brand's beloved spokescow, to a new generation of milk drinkers. Elsie first arrived on the scene in 1937. She symbolizes the trust, quality and freshness of Borden products. In 2000, *Advertising Age* recognized Elsie as one of the top 10 advertising icons of all time. The doe-eyed cow has enamored children and adults of all ages for more than 70 years with her good looks and charm, and was one of the country's first witty working moms.

### **About the Borden Heritage of Quality and Innovation:**

During a voyage back home from a trip to London, England, Gail Borden, Jr., a philanthropist, businessman and inventor, witnessed something that altered his mission in life. Infants and children were dying as a result of drinking tainted milk. Borden knew something had to be done. And in 1857, he discovered a solution.

The company Borden founded, New York Condensed Milk Company, became the first dairy farm to develop a commercial method of condensing milk, which made it easy to transport wholesome, nutritious and, most importantly, safe milk to countries in need.

-more-

BORDEN DAIRY COMPANY | BORDEN DAIRY COMPANY | 8750 N Central Expressway, Suite 400 | Dallas, TX 75231



[www.twitter.com/elsieborden](http://www.twitter.com/elsieborden)



[www.facebook.com/bordendairy](http://www.facebook.com/bordendairy) | [www.bordendairy.com](http://www.bordendairy.com)

In 1875, Borden began selling fluid milk. Ten years later, his company became the first to distribute milk in glass bottles. Besides delivering wholesome dairy products, Borden brought stability and structure to dairy farming methods, milk distribution and business practices. Borden wrote “The Dairyman’s Ten Commandments,” setting forth dairy industry standards that still hold true today.

**About Borden Today:**

Borden Dairy Company is excited to reintroduce its premium milk to dairy cases throughout Alabama, Mississippi and South Carolina. Dairy Fresh of Alabama and South Carolina-based Coburg Dairy have changed their names to Borden Dairy Company of Alabama and Borden Dairy Company of South Carolina, respectively, to help relaunch the brand and expand its distribution.

Borden Dairy Company of Alabama will also oversee local Borden milk processing in its Hattiesburg, Mississippi plant. The Hattiesburg facility will supply high quality, fresh Borden milk to communities throughout Mississippi.

Borden employs 700 people across the three states, who support the processing, distribution and sale of milk. The Company follows the high quality and taste standards Mr. Borden set forth more than a century ago.

Borden will offer whole, 2%, 1% and fat free skim milk to consumers along with great tasting strawberry and chocolate varieties.

[Borden milk](#) is available at thousands of local retail locations throughout the Southeast and in Texas. For a list of retail partners, please visit [www.bordendairy.com](http://www.bordendairy.com).

# # #

*\*FDA has determined that there is no significant difference between milk from artificial growth hormone-treated cows and non-treated cows.*