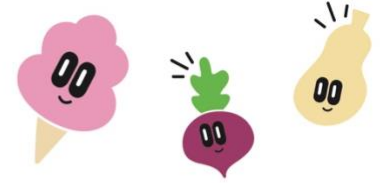




PEEKABOO™

ICE CREAM + HIDDEN VEGGIES



DELICIOUS ICE CREAM WITH BENEFITS



ABOUT PEEKABOO

With hidden veggies you can't see or taste, Peekaboo is the first deliciously indulgent, organic ice cream with the added nutritional benefits of vegetables. We're on a mission to help you get more of what you want (yummy treats) without sacrificing more of what you need (veggies). Ice cream brings joy, and we want to give families more moments to experience joy, while bringing them closer to nutritional balance. That's why we put as much effort into making Peekaboo Ice Cream better for your body as we do making it delicious and indulgent.

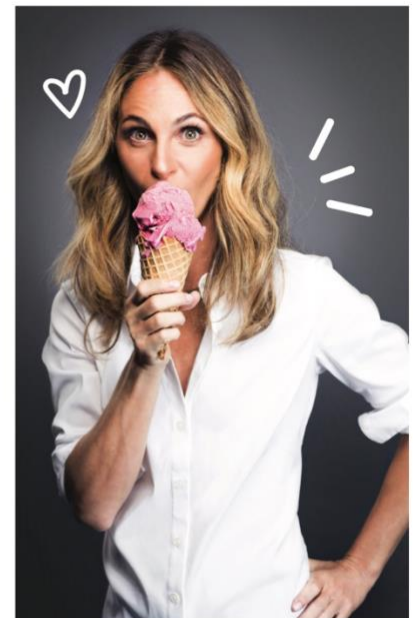
OUR FOUNDER'S STORY

As any parent of little ones knows, meal times are short, chaotic and messy. My goal is always a balanced meal but that isn't always a reality. What if I could add nutrients where my kids least expected it - dessert?

We all know we need to eat our veggies, but we don't always get enough of them. This was especially true for my family, for whom ice cream is a primary food group.

In a desperate attempt to get my own kids to eat veggies and tired of looking for that rogue pea that rolled under the sofa, I wondered - could I make indulgent, organic ice cream that contained vitamins and minerals from organic vegetables - but tasted identical to my favorite brand of ice cream?

I was in a unique position to hack ice cream since I have been making ice cream for my Miami-based ice cream shop since 2008. After lots of tinkering and taste-testing, Peekaboo Ice Cream - the first and only ice cream with hidden veggies - was born."



JESSICA LEVISON
FOUNDER

OUR FLAVORS

- CHOCOLATE** with hidden cauliflower
- VANILLA** with hidden zucchini
- MINI CHOCOLATE CHUNK** with hidden spinach
- STRAWBERRY** with hidden carrots
- COTTON CANDY** with hidden beets
- UNICORN NEW!** with hidden zucchini (launches June 2020)
- COOKIE DOUGH NEW!** with hidden zucchini (launches June 2020)
- MANGO SORBET NEW!** with hidden squash (launches June 2020) ONLINE EXCLUSIVE
- STRAWBERRY SORBET NEW!** with hidden tomato (launches June 2020) ONLINE EXCLUSIVE



WHAT THEY'RE SAYING ABOUT US:

goop

"Vegetable-infused ice cream... it's actually a thing, and it's really good."



"A new way to eat your veggies."



"This indulgent ice cream slips vegetables into every bite, so you'll get nutrition and flavor."

POPSUGAR

"This genius ice cream brand is sneaking veggies into every bite."

delish

"It's just the creamy, indulgent stuff you're used to."

Where We're Sold:

We're sold at a variety of retailers nationwide, like select Kroger, Safeway, Whole Foods stores; Target coming soon. Check our store locator for specific locations:

[peekabooicecream.com/where-to-buy](https://www.peekabooicecream.com/where-to-buy)



For image assets please visit: <https://bit.ly/peekaboopics>

For press inquiries, contact Marketing@peekabooicecream.com



WOMEN OWNED



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