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## PRESS RELEASE

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## JOIN US IN CELEBRATING THE NEWEST ICECREAM STORE IN TOWN, WITH AN OFFICIAL RIBBON CUTTING FOR THE COW & SPOON

**Vermillion, SD., August 16<sup>th</sup>, 2021** – The Vermillion Area Chamber & Development Company (VCDC) is excited to invite the community to the Cow & Spoon official ribbon cutting on Tuesday, August 17<sup>th</sup> from 4:00 pm - 5:00 pm at 13 E. Main Street to enjoy ice cream samples and lemonade.

“Nothing says summer Vermillion like stopping for ice cream after a day of outside fun in the sun,” said Nate Welch, President and CEO of the VCDC. “Cow & Spoon offers customers a unique experience because of their walk-up window located in downtown Vermillion. This, along with their blend of new flavors and timeless classics, makes them an excellent option for a sweet treat.”

Cow & Spoon opened its window to the public on Monday June 7<sup>th</sup>, making it the perfect pit-stop for a trip to downtown Vermillion. The new ice cream shop serves Stensland Family Farms ice cream, which is an Iowan dairy farm located just outside of Larchwood, Iowa. The shop is open daily in the summer from 3:30 pm – 9:00 pm. They will be closing for the winter after this year’s Dakota Days (first week of October) and open again next spring. However, if you start missing them come winter, you can be sure to find them at USD concessions for winter sporting games.

“Opening the Cow & Spoon has been a wonderful experience!” said Leslie Gerrish, one of the owners. “We love serving some of the best ice cream around; courtesy of our friends at Stensland Family Farms! Come check out one of the delicious ice cream sandwiches or some favorite flavors, including Lick the Spoon, Conquer the Craving, and the Strawberry Sorbet (our vegan option). We hope to see you soon!”



Ice cream is one of the most popular treats on the market. However, there are many individuals who cannot eat traditional dairy ice creams due to health concerns or personal choices. Cow & Spoon recognizes these preferences and goes above and beyond to provide treats for a variety of lifestyles and allergy concerns. They have both gluten free options and vegan options (which also accommodate dairy free needs). Their care for community members and the diversity of lifestyles that comes with a diverse community like Vermillion makes them an excellent business to support.

For more information about Cow & Spoon's ribbon cutting event, contact Megan Davidson, Director of Strategic Communications & Tourism at [Megan@VermillionChamber.com](mailto:Megan@VermillionChamber.com) or call the VCDC offices at 605.624.5571.