

Dayton Business Journal - May 4, 2009  
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## TRIANGLE BUSINESS JOURNAL

Monday, May 4, 2009, 11:13am EDT | Modified: Monday, May 4, 2009, 11:22am

# Graeter's gets charitable with new flavor

Dayton Business Journal

At the start of the month, **Graeter's** four Dayton-area locations started selling a special ice cream, Elena's Blueberry Pie Ice Cream.

The flavor was created by Mark Groteke, who won the chance to come up with his own Graeter's ice cream flavor during **The Cure Starts Now Foundation's** 'Once in a Lifetime Gala,' an event that raises funds to help find a cure for pediatric brain cancer. A percentage of the proceeds from this flavor will go back to The Cure Starts Now Foundation to aid in the fight against cancer.

The nonprofit was founded by the Desserich family after losing their 6-year-old daughter, Elena, to cancer in 2007.

"We're very fortunate to have a partner like Graeter's," Keith Desserich, founder of The Cure Starts Now Foundation, said in a news release. "We hope that love for Graeter's — and the sales of this special ice cream flavor — will aid our organization in the never-ending search for a cure for pediatric brain cancer."

Blueberry Pie combines vanilla ice cream with blueberries and pie crust. It is the third of five new flavors Dayton-area Graeter's locations are releasing this year.

The Cincinnati-based company, known for its ice cream manufactured with the French Pot method, along with candies and pastries, has stores in Cincinnati, Northern Kentucky, Dayton, Columbus, Louisville and Lexington, and sells its products at grocery stores in Cleveland, Indiana and northwest Ohio.

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