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For Immediate Release

Pickle Freeze Pops Featured at Trek CX Cup Cyclists Fight Cramps and Rehydrate with Pickle Juice

Waterloo, WI – September 18, 2018 – Corporate neighbors Trek Bicycle and Van Holten's Pickles are teaming up to offer Pickles and Pickle-Ice: Pickle Flavored Freezer Pops to the competitors and attendees at the Trek CX Cup held in Waterloo, WI September 20th – 23rd.

“Pickles and pickle juice have long been embraced by cyclists and other athletes for rehydration, and combating cramps,” said, Eric Girard VP of Sales & Marketing, “and our 2 oz. electrolyte enhanced Pickle-Ice freeze pops are a fun and tasty way for riders to refresh and rehydrate.”



The Trek CX Cup is a Cyclo-Cross World Cup hosted at Trek's world Headquarters. There are 2,400 racers and 9,000 attendees with guests from 17 countries and 20 states. Cyclocross was developed in Europe but is quickly gaining popularity in the United States. Cyclocross is run on a short track and consists of varied surfaces and requires cyclists to dismount and deal with obstacles.

Van Holten's Pickle-Ice is a dill pickle flavored, electrolyte enhanced, freezer pop that is gluten-free, fat-free, zero calorie and Keto friendly. Recognizing the increased use of pickle juice as a natural way to rehydrate and fight cramps, Van Holten's first started producing the product in 2016. Today Pickle-Ice is available in over 800 Walmart locations, and other retail outlets around the United States, as well as on Amazon.

Van Holten's staff will be on-hand distributing complimentary samples of Van Holten's Pickle-In-A-Pouch and Pickle-Ice during all four days of the event.

Van Holten's has enjoyed 14 consecutive years of growth, mostly driven by the popularity of their Pickle-In-A-Pouch. Founded in 1898 Van Holten's employs 84 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch, Pickleback Mixer, and Pickle-Ice; their products are distributed in all 50 states and Canada. They can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.

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