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Nightfood Wins 2019 Product of the Year - Voted Best New Ice Cream in Survey of Over 40,000 Consumers

Tarrytown, NY, Feb. 08, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTC: NGTF), the innovative company addressing America's \$50 billion-dollar nighttime snacking problem, is proud to announce Nightfood Ice Cream has been named the best new ice cream of 2019 by Kantar, a global leader in consumer research.



In the annual survey of over 40,000 consumers, Nightfood won because of the novel way it solves a pervasive lifestyle problem for millions of people prone to snacking at night. By giving consumers a “Sleep Friendly” option, Nightfood is launching a movement that many experts have predicted will become an important new category in the snack space.

In beating out the other finalists, consumers indicated that Nightfood's one-of-a-kind innovation and unique value proposition made it a clear-cut winner, and a brand they were highly motivated to purchase.

“We're both honored and emboldened to have won 2019 [Product of the Year](#),” remarked Sean Folkson, Nightfood CEO. “There are over 100,000,000 American consumers eating

ice cream at night. Nightfood is the only product specifically formulated as a better choice before bed.”

The national launch begins this month. Nightfood Ice Cream is currently available online at [Nightfood.com](https://www.nightfood.com) and soon to be on Amazon. Last week, the Company announced its first major retail distribution agreement.

“Nightfood is the first company to launch sleep friendly foods,” said Dr. Michael Breus, known to millions as The Sleep Doctor™, and one of the experts on the Nightfood product development team. “I have been raising caution with people for over a decade about their night time snacking choices and how food impacts sleep quality. Until now, I never had anything to point to that was specifically formulated to solve this problem. Once I joined the product development team at Nightfood, it was clear to me they understood the need for sleep friendly snacks in every household.”

Nightfood Ice Cream is available in eight delicious and creamy flavors: Midnight Chocolate, Cookies n' Dreams, Cold-Brew Decaf, After-Dinner Mint Chip, Full Moon Vanilla, Milk & Cookie Dough, Cherry Eclipse, Bed and Breakfast. Each features Nightfood’s playful Cravemonster packaging. The ice cream does not contain any sleep activating chemicals like melatonin. It is simply formulated not to interfere with sleep - as many of the most popular ice creams do contain ingredients and nutritional profiles that can be rather sleep-disruptive for various reasons – and to contain known sleep-supporting ingredients.

When developing Nightfood Ice Cream, the company’s team of sleep and nutrition experts made sleep-friendly decisions regarding important recipe details like mineral content, protein sources, fiber, caffeine content, sugars, enzymes, lactose content, amino acids, sodium content and the exclusion of sweeteners such as erythritol along with sucralose and other artificial sweeteners that can lead to digestive discomfort and/or over consumption.

Consumers and investors wishing to try Nightfood can now order the ice cream at [Nightfood.com](https://www.nightfood.com). Flat-rate shipping is \$19 with a minimum 8 pint order.

Nightfood has created a dynamic infographic to illustrate America’s nighttime snacking habits as a definitive resource for consumers and the media at [NightSnacking.com](https://www.nightsnacking.com).

Product of the Year is the world's largest consumer-voted award for new product innovation. For more information, visit [productoftheyearusa.com](https://www.productoftheyearusa.com).

Attachment

- [Nightfood Nighttime Ice Cream](#)

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