

History of the Purple Cow at Meijer

Much like **Sandy**, the iconic penny pony that's a fixture at each Meijer store, the **Purple Cow** is also beloved by customers, thanks to **Fred Meijer**.

Originally a poem written by **Gelett Burgess**, the Purple Cow became an ice cream shop within Meijer stores in the 1960s.

Over the years, many kids – ages 8 to 80 – received Purple Cow cards from Fred Meijer that were good for a free hand-dipped ice cream cone.

While the ice cream shops are no longer a fixture within Meijer stores across the Midwest, the retailer moved into dairy production through its **Purple Cow Creamery**. Meijer carries more than 40 flavors of its Purple Cow ice cream.

More information about the history of Purple Cow ice cream can be seen [here](#) in a video with **Executive Chairman Hank Meijer**.

An infographic highlighting Purple Cow ice cream facts can be viewed and downloaded [here](#).

<https://meijercommunity.com/2017-07-26-History-of-the-Purple-Cow-at-Meijer>