



CELEBRATING 25 YEARS OF ARTISAN CHEESEMAKING AND INTRODUCING A NEW PACKAGING LOOK AND NAME

September 1st, 2009—Websterville, VT – This year, Vermont Butter & Cheese Company (VBC) is celebrating 25 years of cheesemaking in Vermont and the accomplishment of being a leading creamery in US artisanal cheeses. Coming this fall, the small creamery is introducing a new name and new packaging.

“Our new name is Vermont Butter & Cheese Creamery. This name emphasizes our position as a small creamery dedicated to making the best crème fraiche, cultured butter, and fresh and aged goat cheeses on the market. It also reflects our commitment to buy local high quality cream from the farmers of St. Albans Cooperative and our group of 20 local goat dairies” said Allison Hooper, co-founder of Vermont Butter & Cheese Company.

After 25 years of dedication to making the best artisanal cheeses, they have developed a marvelous collection of crafted product that received in 2008 the prestigious award of “Outstanding Product Line,” at the 54th Summer Fancy Food Show.

Today VBC crème fraiche, cultured butter, fromage blanc, chèvre or Bonne Bouche are being used by some of the most renowned Chef in the country like Dan Barber of Blue Hill Restaurant, Eric Ripert of Le Bernardin or Michel Richard of Citronelle – wanting fresh, high quality cheeses and dairy product with a local, sustainable and American Terroir emphasize.

“We have grown from the little milk house on the Brookfield Farm making cheese at night and collecting milk cans during the day to a nationally acclaimed artisan creamery. Still, each one of our cheeses is still crafted in the bucolic hills of Vermont by a family of 30 employees” says Bob Reese co-founder of VBC.

The new logo is available today for distributors, retailers and press to use.

The new packaging will be in stores at the end of October. The same bright colors—pink, purple, blue, green, and red with a touch of freshness and modern look while keeping the design clean and simple. “fresh new look but same high quality cheese inside”

New packaging, photos, and POS signs as well as the web update will take place by the end of October.

About Vermont Butter and Cheese Creamery:

Vermont Butter and Cheese Creamery, located in Websterville, VT, is dedicated to crafting artisanal dairy products in the European style through a vital link of local Vermont farms. The company supports a network of more than 20 goat dairy farms, providing milk that meets the highest standards of purity, and is a proud contributor to the health of local agriculture.



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