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Laura Chenel Introduces Goat Milk Yogurt

— Look for probiotic-rich yogurt from America’s pioneering goat cheese producer —

Sonoma, CA (June 20, 2019) — Laura Chenel, America’s original producer of high-quality goat milk cheese, kicks off its 40th anniversary in 2019 with the launch of its **Laura Chenel Probiotic Goat Milk Yogurt**, a flavorful, healthy alternative to cow’s milk yogurt.

Smooth with a pleasantly mild flavor, Laura Chenel goat milk yogurt is crafted in small batches at its LEED Gold-certified sustainable creamery in Sonoma, California. The recipe features fresh goat milk from family-owned farms in the American West. Strains of live and active cultures are added to the milk after pasteurization, creating a probiotic-rich yogurt that’s free of starch/grain additives, preservatives and artificial colors and flavorings.

Laura Chenel Brand Manager Vanessa Chang says, “Our fans hold our cheese to a high standard. We achieve that with our creamery team’s expertise and the fresh milk we source from regional farms. Food lovers who appreciate our cheese for its clean, bright and mild flavor profile will also love our yogurts — we apply the same care and use the same milk for both products.”

Laura Chenel Probiotic Goat Milk Yogurt Plain — Available in snack-size 4.75-ounce glass jars with gold foil lids or family-size 23-ounce glass jars (resealable lid). The fresh, mildly tangy flavor of Plain adds a subtle acidity (as well as probiotics and protein) to any smoothie and can be used as a substitute for sour cream or crème fraîche in recipes for sauces and dips.

Laura Chenel Probiotic Goat Milk Yogurt Vanilla — Available in 4.75-ounce glass jars with gold foil lids ideal for a morning energy boost, a healthy lunch component or an afternoon pick-me-up. Winner of Best in Class at the 2019 U.S. Championship Cheese Contest.

Both flavors are gluten-free and certified Kosher by Kashruth Certification.

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As Laura Chenel celebrates its 40th year of setting the industry standard for American goat cheese, it continues to be synonymous with quality and taste and meet consumer demand for healthier, more natural products that are, in some cases, easier to digest.

Goat Yogurt for Better Health

Goat milk is a healthy alternative for people who are sensitive to lactose or those seeking a dairy-based yogurt that's easier to digest thanks to smaller fat molecules and different milk proteins than those found in cow's milk.

Additionally, many consumers who are looking for alternatives to traditional cow's milk enjoy goat's milk dairy for its added micronutrient benefits, among which studies have shown to have:

- 13 percent more calcium (for healthy bones and teeth)
- 25 percent more vitamin B6 (for healthy metabolism)
- 47 percent more vitamin A (for healthy skin)
- 134 percent more potassium (for maintaining organ and muscle function)
- 350 percent more niacin (for turning food into energy)

Laura Chenel Probiotic Goat Milk Yogurt (4.75 oz. MSRP \$2.49; 23 oz. MSRP \$6.99) are available now at natural and specialty food retailers throughout California and the West Coast. Find recipes and serving ideas at LauraChenel.com.

About Laura Chenel

Laura Chenel ushered in a new chapter in American cheese in 1979 when she started making farmstead goat cheese with milk from her goats and techniques she learned in France.

Today, Laura Chenel still embodies its founding namesake's pioneering spirit as a leading producer of fresh and aged goat cheeses, and goat yogurts crafted with fresh goat milk from family-owned farms in California, Oregon, Nevada and Idaho. Located in the heart of Sonoma County, Laura Chenel is the first U.S. creamery to be awarded LEED Gold certification, and its commitment to sustainable practices, including solar energy and recycling, helps preserve the terroir for generations to come.

For more information, visit LauraChenel.com.

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