

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Deborah Kwan

mobile: 415.948.4370

deborah@dkprfood.com



America's Pioneering Goat Cheese Producer Celebrates 40 Years
— Look for an updated logo, packaging and new products in 2019 —

Sonoma, CA (July 8, 2019) — Laura Chenel, the trailblazing producer of artisan goat cheese in America, celebrates its 40th anniversary with a new brand identity and enhanced packaging and products that distills its founding values of care, quality and community.

Laura Chenel's new look — in stores now — kicks off the brand's reinvigorated commitment to its consumers and community during this milestone anniversary. The award-winning cheese producer is introducing new items for food lovers to explore the delicious versatility of goat cheese — aligning with growing consumer demand for great flavor, clean labels, transparency, quality and convenience. Featuring a cleaner, simplified look while staying true to its artisan roots, the new Laura Chenel logo is designed to stand out on retail shelves and reinforce the message of the brand that has been synonymous with American goat cheese since 1979.

Laura Chenel CEO Eric Barthome says, "Laura Chenel believed passionately in caring for the land and her animals by crafting the highest-quality goat cheese and creating community around healthy, natural food. Forty years later, our community is expanding through its shared appreciation of the same great-tasting cheese and new products that encourage people to explore the infinite adaptability and health benefits of goat cheese."

A Goat Cheese for Every Taste

As one of America's most trusted names in goat cheese, Laura Chenel is still the favorite of chefs and consumers since Alice Waters added it to Chez Panisse's menu thanks to a shared philosophy that food should be fresh, honest, healthy and delicious.

-more-

Laura Chenel Celebrates 40 Years (2 of 3)

Laura Chenel offers a range of products that makes it easy for consumers to incorporate goat cheese into any meal or occasion. From the original 8-ounce log that can be cut, rolled or crumbled, to fresh goat cheese (chabis) whose higher moisture content makes it ideal for adding to sauces and dips, to marinated goat cheese disks in charming resealable handled tubs and grab-and-go medallions that elevate any cheese board, Laura Chenel is perfect anytime, anywhere.

- In early 2019, Laura Chenel added **Garlic & Chive** to its line of 5.4-ounce flavored goat cheese logs. The mellow taste of garlic and a hint of sweetness from shallots meets the bright, herbaceous flavor of chives for a smooth, distinctive fresh goat cheese. Add it to pizza or pasta or use it to enhance a cheese board.

- Laura Chenel also launched its **Spreadable Goat Cheese** in a convenient 7-ounce tub for easy serving. Created as a healthy, clean label cream cheese alternative, the smooth texture and mild, bright flavor is ideal for everything from toast and bagels to flatbreads.

- This summer (starting on the West Coast) is the launch of **Laura Chenel Probiotic Goat Milk Yogurt**, a flavorful, healthy and more digestible alternative to cow's milk yogurt. Made in small batches with pasteurized milk from regional farms, this cup-set goat milk yogurt is rich in gut-healthy properties from the addition of BB-12 probiotics and mild in flavor (as in not so goat-y). Laura Chenel Probiotic Goat Milk Plain or Vanilla comes in 4.75-ounce glass jars perfect for breakfast or snacking any time of day and 23-ounce family-size jars (Plain only).

- For the holidays, look for a seasonal 3.5-ounce **Cranberry Medallion**, the perfect grab-and-go item for a festive cheese board or a flavorful addition to a turkey sandwich.

Laura Chenel has stayed true to its roots in Sonoma, Calif., where its namesake started making cheese using methods she learned in France 40 years ago. It's still where the company handcrafts artisan cheese in its new state-of-the-art creamery, the first in the U.S. to win LEED Gold certification for its healthy workplace and efficient environmental practices including solar energy and water recycling.

Laura Chenel still believes the key to great cheese is the best milk and only partners with small family farms in the American West whose goats are raised on green grass. The result is a long line of awards including, most recently, Best in Class at the 2019 U.S. Championship Cheese Contest for Laura Chenel Probiotic Goat Milk Yogurt Vanilla. In addition, Ash-Rind Buchette, a soft-ripened cheese in Laura Chenel's line of aged cheeses, took home the Best of Show Award at the 2019 California State Fair and a gold at the 2018 World Cheese Awards in Norway.

-more-

About Laura Chenel

Laura Chenel introduced a new chapter in American cheese in 1979 when she started making farmstead goat cheese with milk from her own goats using 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's milk from family-owned farms in California, Oregon, Nevada and Idaho. Located in the heart of Sonoma County, Laura Chenel is the first creamery in the U.S. to be awarded the prestigious 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

Instagram: @LauraChenel

Facebook: @LauraChenel

###