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GREEN VALLEY CREAMERY INTRODUCES FULL LINE OF MOST POPULAR CHEESE VARIETIES, ALL LACTOSE FREE

Offering an abundance of new options of indulgent, great tasting real dairy for lactose-sensitive consumers

March 04, 2022, SEBASTOPOL, Calif. – In response to ever-increasing demand for delicious, lactose-free dairy products, Green Valley Creamery is expanding its assortment with the introduction of a new lactose-free cheese line in six varieties. The most popular cheese types in the U.S. market – Mozzarella, Cheddar, Mexican Blend, Monterey and Pepper Jack, and American Cheese – will be offered across shredded, sliced and bar formats. Starting in May 2022, Green Valley Creamery Cheeses will be available for order at KeHe and UNFI at a suggested retail price of \$4.99 for shreds in a 6oz pouch, \$4.99 for slices in a 6oz pack, and \$5.99 for 8oz bars.

Over the last year, the lactose-free dairy category has been on the rise with sales of \$2.1B representing a +17.5% growth vs. YA. While the lactose-free cheese category outpaced this growth with +23% vs YA, it still only represents 1.0% of total cheese sales. By adding these items, retailers will be giving the estimated 100+ million lactose-sensitive consumers a very appealing reason to come back to the cheese aisle, resulting in true incremental sales at store level. Green Valley Creamery is now offering these consumers not only the full health benefits of real dairy, but also a better taste experience, compared to the 97% of plant-based cheeses on the market that are processed, and not naturally fermented products.

“Our new cheeses are the real deal,” says Senior Director of Marketing, Helen Lentze, “we’ve been experimenting extensively in our test kitchen and saw that they taste, melt, stretch and bubble like any other high-quality cheese – they just also happen to be lactose free. We are delighted to serve the community millions of Americans who are lactose sensitive and offer them the opportunity to cook and eat the dishes they’ve been craving for so long, from pizza to lasagna and from cheeseburgers to cheese-topped tacos.”

With the most stringent lactose threshold and testing standard in the industry, Green Valley Creamery builds on its commitment to create real dairy options that taste and perform like regular dairy for the lactose sensitive community. Our new Green Valley Creamery lactose-free cheeses are expected to be available on shelf in early June with expanding retail distribution thereafter.

About Green Valley Creamery

Green Valley Creamery’s line of lactose-free, real dairy products was created so people with lactose intolerance and sensitivity could bring real dairy back into their lives, enjoying its health benefits and great taste free of digestive troubles. From the makers of Redwood Hill Farm, a family-owned company that has pioneered specialty dairy and championed healthy, natural food products for more than 50 years, Green Valley Creamery is a brand consumers can trust, featuring only lactose-free dairy products produced under the strictest lactose threshold and testing standards in the industry. Located in Sonoma County, California, Green Valley Creamery is powered 100% with renewable energy through solar, wind and geothermal. Visit GreenValleyLactoseFree.com for tips on living with lactose intolerance, great recipes and more information about the company’s wholesome products and sustainable business practices.

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