



Truly Grass Fed Reveals Refreshed Packaging to Meet Consumer Preferences

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Truly Grass Fed, a premium brand of sustainably produced dairy products from the green fields of Ireland, is proud to announce a packaging refresh designed to help consumers easily identify its standards of quality. Over the next few months, the new look will start rolling out across Truly Grass Fed's product portfolio. With butter and cheese products that are made from dairy from 95 per cent grass-fed cows and are Non-GMO Project Verified, the updated packaging more prominently showcases these key product attributes and credentials.

The new packaging design was informed by findings from a recent panel study, which provided insights into how shoppers engage with Truly Grass Fed products at the point of purchase. Based on the study's learnings, the brand adjusted its packaging to more prominently reflect its "95 per cent grass-fed" distinction and expand the presence of its third-party certifications, including Non-GMO Project Verified, while strengthening overall brand and product visibility.

"Our refreshed packaging was thoughtfully designed with today's dairy shopper in mind, making it easier for consumers to recognize what makes Truly Grass Fed unique and strengthening our position as a leading grass-fed butter and cheese brand," said Jaclyn Crabbe, Marketing Director for Truly Grass Fed. "As consumers increasingly seek responsibly sourced products they can trust, we want our packaging to evolve alongside shopper preferences and clearly communicate the standards and values behind our products."

The refresh comes as grass-fed dairy continues to gain momentum with consumers. Over the last year, for butter and cheese combined, Grass Fed retail value sales were more than twice as large as Pasture Raised. Meanwhile, volume for total butters and cheeses labeled grass-fed is up +4.6 per cent and value is up +12.3 per cent.

As grass-fed demand continues to grow, Truly Grass Fed is also expanding its U.S. footprint. Truly Grass Fed Salted and Unsalted 8oz Butter Blocks are now available at more than 350 Whole Foods Market stores, significantly extending the brand's existing presence with the retailer and furthering its commitment to making high-quality, grass-fed dairy products more accessible to consumers.