



**FOR IMMEDIATE RELEASE**

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**Prairie Farms Redefines Snacking with New Small Batch Cottage Cheese**

*Lineup includes America's only Zesty Fiesta Cottage Cheese Snack Cup*

**EDWARDSVILLE, Ill.** (September 26, 2019) – Prairie Farms Dairy is taking its eight decades of making award-winning cottage cheese to a new level with the introduction of Small Batch Cottage Cheese. The launch marks the brand's continual expansion into the snacking category and brings America's only Zesty Fiesta flavored cottage cheese to market.

Cottage cheese is experiencing a renaissance due to the popularity of snacking and foods that provide quality protein and nutrition. Studies show that 90% of consumers snack daily, and nearly half say they can't make it through the day without a snack. Prairie Farms' new 5-ounce Small Batch Cottage Cheese cups are perfect for delicious and nutritious single-serve snacking any time of day.

In the cottage cheese category, IRI Multi Outlet sales volume data ranks Prairie Farms as the number one brand of cottage cheese within the Great Lakes Region, excluding private label. The company's expansion beyond traditional cottage cheese was a natural progression and the right fit to meet the farm-to-table authenticity consumers are looking for.

"The milk from our 6<sup>th</sup> generation family-owned farm is delivered daily to the Prairie Farms plant just 6 miles from here. That's where the magic happens because the milk turns into a variety of delicious products – including new Small Batch Cottage Cheese," said Andrew Kuehnert, a Prairie Farms dairy farmer from Fort Wayne, Indiana. "My family is proud to provide the highest quality milk available to make the world's best dairy products. The launch of Small Batch Cottage Cheese is an exciting addition to our lineup and is sure to redefine healthy snacking."

Great taste is an essential characteristic of successful snack foods, and Prairie Farms' Small Batch Cottage Cheese delivers with seven smooth and creamy options including Garden Veggie, Zesty Fiesta, Pineapple, Strawberry and Peach. It's the perfect combination of freshness, flavor, and convenience that consumers are looking for.

Prairie Farms' Small Batch Cottage Cheese is available in the dairy and snacking sections of retail and foodservice outlets throughout the Midwest with nationwide distribution anticipated in the coming weeks. Consumers can Join the Prairie Farms MOOvement by visiting the [Small Batch Cottage Cheese page](#) to pledge support for local dairy farmers and enter to win cottage cheese prizes. To view the full line of products, recipes and awards, visit [PrairieFarms.com](#).



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**Prairie Farms Dairy, Inc.** is one of the largest and most successful dairy cooperatives in the Midwest, with over 800 farm families, 6000 employees, 44 manufacturing plants, over 100 distribution facilities and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry and is known for setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, food service outlets and warehouse distribution centers. Prairie Farms charitable giving program, [Our Caps, Your Cause](#), supports a variety of non-profit organizations.



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