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**VITAL FARMS LAUNCHES PASTURE-RAISED GHEE BUTTER**

*The Pasture-Raised Pioneer Offers Another Ethical, Nutritious Choice.*

**Austin, TX (March 5, 2019)** – **Vital Farms** believes great ghee starts with better butter and that is why the pasture-raised pioneer relied on what they know best, ethical food and pasture-raising, with the launch of their pasture-raised ghee hitting shelves this month. **Vital Farms Pasture-Raised Ghee Butter** will come in a 7.5oz jar ($8.99 SRP) in Original and Himalayan Pink Salt flavors.

“We saw the growing consumer interest in the ghee category and believed there was an opportunity to bring the Vital Farms pasture-raised mission and quality to the ghee consumer. It was a natural fit with our growing portfolio, and we thought it important to emphasize butter in the name as our pasture-raised butter from American family farms is the backbone for the product’s quality,” said Shep Kowalski, Vital Farms Brand Manager.

With a mission to bring ethically produced food to the table, **Vital Farms** pasture-raising ensures its four-legged ladies are free to roam and forage open pastures on the American family farms they call home. This makes for contented cows, better butter, and now, greater ghee. Since **Vital Farms Pasture-Raised Ghee Butter** is made from pasture-raised butter, it has all the benefits of a pastured product. The **Vital Farms** butter that is used to make this ghee has a higher than industry norm butterfat content, and this rich, complex goodness is preserved during the ghee making process.

Ghee, a clean and versatile butter oil for every culinary need, is made by cooking down butter to remove the water and milk solids (clarifying), which means it’s lactose- and casein-free. Ghee has a high smoke point, so it doesn’t burn or chemically alter at high heats, making it great for frying and sautéing. It’s equally delicious on toast, in coffee, drizzled on popcorn, or even enjoyed on its own.

**Vital Farms’** new **Pasture-Raised Ghee Butter** will premier during the Natural Products Expo West March 7th-9th at California’s Anaheim Convention Center. It will be available nationwide beginning March 2019 at retailers found here, <https://vitalfarms.com/find-pasture-raised-eggs-and-butter/>. Visit booth 5478 to try a sample of pasture-raised ghee, learn about the entire **Vital Farms** product line-up, and even take a virtual tour of its pastures.

**About Vital Farms**

**Vital Farms**, a Certified B Corp, offers ethically produced foods to consumers, raising the standards for animal welfare at scale. Started in Austin, Texas in 2007 with 20 hens, **Vital Farms** now works with more than 140 independent, family-owned egg and dairy farms in 11 states across the United States. It is the leading supplier of pasture-raised eggs in the country. In 2015, it added pasture-raised, American-made butter to its product line, and in 2018, it was the first brand to offer pasture-raised hard-boiled eggs. **Vital Farms** continues to raise the standards for taste and nutrition while also promoting the welfare of happy, healthy hens and contented cows. **Vital Farms** eggs, butter, and ghee are sold in grocery stores nationwide. For more information on **Vital Farms**, please visit https://vitalfarms.com/.