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Culcherd Launches Fresh Look, Packaging for its Plant-Based, Chef-Driven Cheeses and Butters

Rebrand features sophisticated, flavour-forward focus and more sustainable packaging with recyclable, plant-based materials and inks

TORONTO, Ontario (Sept. 15, 2022) — [Culcherd](#), an Above Food brand offering plant-based cheeses and butters, today announced the launch of their strategic rebranding, including the redesign of their consumer packaging to better reflect the artisanal, real plant-based ingredients that define the company's products and positioning. The redesigned product packaging is made exclusively with sustainable, plant-based materials.

Culcherd's mission is to offer the most flavour-forward, nutritious and sustainably created plant-based dairy alternatives in the world. Its products are made with real ingredients and are nutrient dense, fermented and cultured. The brand's cheeses are rich in probiotics with 1 billion CFUs per serving.

Created by Liz Gallagher, a classically trained chef and Culcherd's co-founder, the brand's bold and creative dairy alternatives are made with simple, organic ingredients using traditional and innovative artisan techniques.

"We bring a ton of passion and innovation to our dairy-free cheeses and butters, and goal number one is to create products with incredible flavours," said Liz Gallagher, co-founder and the chef creator of Culcherd products. "Our new packaging captures this ingredient- and flavour-forward focus, and enables us to offer an even higher-quality product with more consistent taste and texture. We are excited to share our new packaging with our retail partners and customers."

Culcherd's products are sold in retailers across Canada, including Sobeys, Whole Foods Market, Healthy Planet, The Big Carrot, The Sweet Potato, Choices Markets, and available online both in Canada and the United States at the [Above Food Market](#), [Fresh City Farms](#), [Mama Earth Organics](#), [Sweets from the Earth](#), and [Good Rebel](#).

“Since launching Culcherd in 2015, we've worked hard to massively disrupt the dairy landscape with flavour-forward, plant-based alternatives,” said Culcherd co-founder, Tim Donnelly. “Our new brand and packaging is even more distinctive, and clearly communicates the essence of who we are and what our products are all about: amazing taste, nutrient-density, and sustainably sourced, crafted and packaged.”

Sustainability is at the heart of Culcherd, and the company measures its impact and sets goals for continual improvement. As part of this, it makes every effort to minimize waste from its product packaging. The new outer packaging for all Culcherd products is recyclable paper material with plant-based inks. The inner packaging is now made from plant-based, recyclable plastic that will keep products fresh longer. Even when not recycled, these plant-based plastics will eventually break down in landfills.

About Culcherd's Plant-Based Butters and Cheeses

Culcherd's plant-based dairy products are made using a mix of traditional methods and innovative cheese and butter fermentation/culturing. They are created with real ingredients and artisanally crafted to deliver next-level flavour and texture.

Known for their cultured tang, Culcherd products offer a rich and creamy, distinctive flavour experience. The rich, delicious taste of Culcherd's products doesn't happen overnight. Amazing flavour and probiotic cultures take patience and time, which creates a cheesy taste and texture that doesn't feel like a compromise. The company's cheeses each have 1 billion CFUs per serving, which helps maintain a balanced gut microbiome and supports a healthy immune and digestive system.

Culcherd's plant-based cheese line flavours, all with the newly designed packaging, include Original, Herb & Garlic, Sharp & Smoky, Sriracha Jalapeño, Everything Bagel and Sundried Tomato & Olive. Butter flavours are Original, Garlic, Turmeric Black Pepper and Cinnamon Swirl.

ABOUT CULCHERD

[Culcherd](#) offers plant-based dairy alternatives that aspire to be the most flavour-forward, nutritious and sustainable in the world. We nourish people with delightful, distinctive foods that heal the body and are created in harmony with nature.

Our products, created by classically trained chef and co-owner Liz Gallagher, are made with real ingredients and are fermented and cultured. They are rich and creamy, known for their cultured tang. Culcherd's cheeses are rich in probiotics with 1 billion CFUs per serving.

Culcherd products can be purchased [online](#) or in [select grocers](#) across Canada.

For more information, please visit www.culcherd.com or follow us on Instagram ([@culcherd](#)), Facebook ([Culcherd](#)) and LinkedIn ([Culcherd](#)).

ABOVE FOOD CORP.

Above Food Corp. is a plant-based food company that knows nothing is above nature. It's why we look to nature first to guide and inspire our seed to-fork journey. We go above and beyond the plant-based food industry norm in every aspect of our business. It's this spirit that leads us to pursue *only* real innovation, real nutrition, real transparency, real traceability and real efficiencies.

Founded in Canada by food production ecosystem veterans and visionary co-founders, Lionel Kambeitz, Donato Sferra, Tyler West and Martin Williams, Above Food's vision is to create a healthier world — one seed, one field, and one bite at a time.

With a complete chain of custody of plant proteins, enabled by scaled operations and infrastructure in primary agriculture, processing and specialty ingredients, Above Food delivers food to businesses and consumers with unparalleled traceability, quantifiable sustainability and superior nutrient density. Above Food's portfolio of brands include [Culcherd](#), [Eat Up!](#), [Farmer Direct Organic](#), [Loma Linda](#), [Neat](#), [New Ocean](#), [NorQuin](#), [Modern Menu](#) and [TUNO](#). They are available online at shop.abovefood.com and in grocers across North America.

For more information about Above Food, please visit www.abovefood.com or follow Above Food on Instagram ([@above food](#)), Facebook ([Above Food](#)) and LinkedIn ([Above Food](#)).

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