



good culture is on a mission to bring cottage cheese back. With increasing public education about and demand for nutrient-dense real foods, good culture was the first brand to bring excitement back to the cottage cheese shelf with its high-protein, low-sugar, thick and creamy product in single-serve fruit on the bottom recyclable cups.

Met with acclaim in 2015, good culture is dedicated to using only the finest, whole ingredients to craft its superfood. Founders Jesse Merrill and Anders Eisner saw that cottage cheese, an overlooked and undervalued category, had the potential to be catapulted to the forefront of the real food trend, so they decided to shake up and reinvigorate the dairy aisle. They created a product that offers real ingredients from trusted sources, promotes good health, and tastes great. In order to “fix” cottage cheese, they needed it to have certain qualities, and good culture delivers with high protein, organic and all-natural non-gmo ingredients, grass-fed milk from Wisconsin, pasture raised cows that roam free on sustainable family farms, live and active cultures, mineral-rich Celtic Sea Salt, no additives (stabilizers, thickeners, artificial preservatives), and unique sweet and savory varieties that taste amazing. They made cottage cheese, but better.

Partners Merrill and Eisner firmly believe that good products shouldn't do bad things. That's why they choose ingredients from sources that treat animals, and their land, in a way that assures a lasting positive impact. That's just good business.

“We searched for a great-tasting cottage cheese that wasn't loaded with additives, hormones, and milk from confined animals, and ultimately decided to create our own,” said CEO and co-founder Jesse Merrill. “It was time to disrupt the very sleepy cottage cheese category with relevant innovation for today's and

tomorrow's consumer".

Foods that are high in protein are rapidly gaining popularity. Loaded with high-quality protein, good culture contains 16-19 grams of protein per 5.3oz cup (three times more than most regular yogurts), without the use of protein concentrates.

good culture offers delicious sweet and savory varieties including organic whole milk classic, mango, strawberry chia, blueberry açai chia, pineapple, kalamata olive, as well as all-natural low-fat classic, strawberry, pineapple, blueberry, and peach in convenient 5.3 ounce and 16 ounce cups. good culture features fully-recyclable packaging that provides an on-the-go experience for cottage cheese consumers. Historically, most cottage cheese consumers have consumed their cottage cheese from multi-serve tubs. good culture wants to make cottage cheese a part of their daily routine with a convenient single-serve format.

The brand is currently available nationwide in over 9,000 stores like Whole Foods Market, Sprouts, Publix, ShopRite, Stop & Shop, Giant, Target, Walmart, Costco, and other retailers.

And – the "good" in good culture doesn't just refer to its cottage cheese. The company donates 1% of sales to 1% For the Planet, a global company comprised of non-profit organizations dedicated to protecting the environment.

To learn more about good culture, please visit goodculture.com. good culture is headquartered in Irvine, California.

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