



FOR IMMEDIATE RELEASE

Alexandra Brazie
RMD Advertising
614.794.2008

Brazie@RMDAdvertising.com

5th Generation Dairy Introduces Innovative Flavor Infused Amish Roll Butter

Minerva Dairy Expands Signature Line of Amish Roll Butter to Include Smoked and Seasonal Varieties

MINERVA, OH (May 5, 2016) – [Minerva Dairy](http://MinervaDairy.com), America's oldest family-owned cheese and butter dairy, is proud to announce the launch of a new line of flavor infused butters. The line will feature Minerva Dairy's acclaimed Amish Roll Butter in such varieties as Maplewood Smoked, Garlic Herb, Pumpkin Spice and Maple Syrup Amish Roll Butter at an SRP of \$6.99 for 8 oz. This innovative product will allow consumers to elevate their home cooking with the help of the expertly crafted butter for which Minerva Dairy is known. With 84% milk fat from local, pasture-raised cows, each hand-wrapped roll butter will be available nationwide May 2016.

Minerva Dairy's newest line of flavor infused roll butter, including Maplewood Smoked, Garlic Herb, Pumpkin Spice and Maple Syrup, gives consumers the opportunity to experience Amish Roll Butter in an innovative way. The Maplewood Smoked variety provides home chefs with a simple way to infuse their favorite recipes with a culinary butter like none other. The new Garlic Herb roll butter carries the distinct flavor of garlic and fresh spices, the Pumpkin Spice roll butter contains the essence of autumnal spices and the Maple Syrup roll butter features deep notes of maple syrup just tapped from the sapling.

Honoring the time-tested process that gives Amish Roll Butter its rich flavor and supreme quality, each new butter variety will continue to hold the high standards that define Minerva Dairy's current products. All new varieties will be small-batched churned, rBST free, antibiotic-free, vegetarian and gluten free with 84% butterfat.

"We're proud to expand our Amish Roll Butter line to offer these new varieties. As a fifth generation-owned and run business, excellence marks all that we do, from our traditional products to the innovative," shares Adam Mueller, CEO at Minerva Dairy and fifth generation family member. "The tradition of quality that has made Minerva Dairy a leader is evident in all we do, and our newest line of flavor infused Amish Roll Butter is no exception."

Each product produced at Minerva Dairy is defined by attention to detail. From the ingredients to the production process and from the taste to the texture, supreme quality sets the fifth generation-run company apart. The Amish Roll Butter reflects the company's passion for bringing consumers the very best dairy available from healthy, grass-fed, pasture-raised cows. Unlike the Maplewood Smoked roll butter, which is best utilized in recipes to add depth, the Garlic Herb, Pumpkin Spice and Maple Syrup roll butter can be enjoyed simply – such as atop a fresh roll or slice of toast. Now, consumers can take advantage of Minerva Dairy's superior product in a way that inspires excellence in however they choose to enjoy it.

About Minerva Dairy

Minerva Dairy is America's oldest family-owned dairy, producing traditionally made cheese and butter from pasture-raised cows. Five generations strong, the Minerva Dairy family continues to use farm-fresh milk, old fashion churns and wholesome ingredients. It takes consumers back to an era when lifestyles were simpler, invites them to slow down and enjoy each product with their families just as the Minerva Dairy family has since 1894.

MinervaDairy.com
Facebook.com/MinervaDairy
Twitter.com/5thGenCheese