

News Release
For Immediate Release

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Origin Milk Rings in the Holidays with 100% A2 Milk, Eggnog, Brie and Ghee
Origin Expands within Colorado and Adds to Product Line

Cleveland, Ohio (November 17, 2020) – [Origin Milk](#), the first 100% A2, always local dairy company in the U.S., has expanded its portfolio with products popular during the holidays, including eggnog and Brie. Origin’s eggnog will be released exclusively in Colorado Whole Foods before Thanksgiving, while Origin’s ghee was recently launched in its [e-commerce store](#). A line of A2 cheeses, including original jack, chile jack, soft ripened Brie and soft ripened Camembert, is slated to hit stores Dec. 1. Origin partners with small family run farms with Guernsey cows that naturally produce 100% A2 milk. Origin, who most recently partnered with [Colorado Cow](#) in Kersey, Colo. to produce the A2 milk sold in Colorado, recently expanded to all Whole Foods Markets and Natural Grocers within the state.

“Eggnog and Brie are traditional holiday staples, and we’ve made them creamier and richer tasting, as well as healthier for people and healthier for the planet, while not sacrificing any of the comforting elements people know and love,” said Origin founder Adrian Bota. “Additionally, 60-80% of people with lactose intolerance symptoms and/or dairy allergies can enjoy A2 products, making these products more accessible to people with a variety of dietary restrictions.”

Origin is leading the shift away from legacy dairy and “big dairy” to a regenerative, always local model of “clean dairy.” Origin products are made with 100% A2 milk from Guernsey cows, which have never been genetically modified for production. Guernseys produce smaller quantities of milk, resulting in more concentrated and nutritious milk. Due to the high fat content compared to conventional milk (>5%), A2 Guernsey milk is rich and creamy in flavor with a golden hue. More information on A2 Guernsey milk can be found [here](#).

“Our research has shown that buyers are reaching for traditional comfort foods, especially dairy, while still wanting to select brands who promote wellness and make a positive impact in the world,” said Bota. “Holiday shoppers can feel good that their purchase of Origin supports fair payments to farmers, good working conditions and sound animal welfare practices.”

Today, Origin’s line of products include whole milk, 2% milk, skim milk, chocolate milk, heavy cream, cheeses & ghee. They expect to expand to cultured butter and yogurt in 2021. Origin entering the Colorado market is its first expansion west of the Mississippi.

Origin will expand to all Whole Foods Markets within the Rocky Mountain Region (Kansas; Missouri; Nebraska; New Mexico; Utah; and El Paso, Texas) in early 2021. A list of stores and locations where Origin is sold can be found [here](#).

More information on each product can be found here, on their [respective sales sheets](#).

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[High resolution, professional photos available here](#), additional photos are available on request.

About Origin Milk

Origin Milk, the first always local regenerative A2 Guernsey dairy brand in the U.S., was founded by entrepreneur Adrian Bota in 2015 in Cleveland, Ohio. Origin is leading the shift away from legacy dairy and “big dairy” to a regenerative, organic, always local model of “clean dairy.” Origin’s expansive line of dairy products are made with 100% A2 milk produced by Guernsey cows, which have never been genetically modified for production. Origin works in partnership with small family run farms with Guernsey cows that naturally produce 100 percent A2 milk. The cows are free grazing and grass pastured, and are free of antibiotics, growth hormones and GMOs.

Today, Origin’s line of products include whole milk, 2% milk, skim milk, chocolate milk, heavy cream, butter, cheddar, ghee and cultured milk. Origin plans to expand to eggnog and soft cheeses in 2020 with cultured butter and yogurt coming in 2021. Origin products can be found in New York, New Jersey, Ohio, Pennsylvania, Maryland, Virginia, Vermont and Colorado, with further Rocky Mountain region expansion slated for 2021.

For more information about Origin Milk, visit originmilk.com, and follow them on [Facebook](#) and [Instagram](#). For media information or interviews with Origin Founder Adrian Bota, contact Emily Tracy of ROOT Marketing & PR at 919.449.4803 or emily@rootmarketingpr.com.