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MEDIA CONTACT: Elizabeth Davis, edavis@boardmandavis.com or 802.598.7155



CABOT LAUNCHES MAC & CHEESE MADE WITH THE CO-OPERATIVE'S AWARD-WINNING CHEDDAR

Taking Cabot to new categories using the Farmers' Brand for new income sources

WAITSFIELD, VT (April 8, 2021) - [Alpine Summit Capital Partners](#), a Vermont-based private equity firm launched in 2018 to leverage brands' value into new categories, is investing in a new company, Vermont Cheese Products, Inc. (VCPI). The first license by VCPI covers a line of specially branded consumer snack products under the [Cabot](#) brand, held by [Agri-Mark](#), the Northeast's premier dairy cooperative with more than 800 farm family members.

VCPI will produce an array of high-quality products that align with Cabot's legacy as "Makers of The World's Best Cheddar." For Cabot, VCPI will initially focus on Cabot-branded boxed macaroni and cheese, popcorn, and potato chips. According to VCPI Chief Executive Officer Adam Farmer's assessment and reason for the license is the potential he and his partners see to grow Cabot in the Snack Food Category.

"Many of today's best-selling consumer snacks are cheese-based products. But no other snack food brand in the US, especially on the East Coast, has the consumer affiliation nor the [B Corp](#) certification we found with Cabot," Farmer said. "In fact, many popular snack food brands do not even contain real cheese at all. All of our products are made with the exact same, award-winning cheese that has made Cabot a household name. Working with Agri-Mark/Cabot opens up a world of possibilities to produce unique flavors combinations and healthy snacks that do not require refrigeration."

Farmer noted the partnership will align their product offerings with Cabot's award-winning cheeses by first introducing, easy-to-make and delicious [Cabot Seriously Sharp Mac & Cheese](#), followed shortly thereafter with Cabot Seriously Sharp, Pepper Jack, and Maple Cheddar popcorn flavors. Additionally, VCPI plans to introduce Habanero Cheddar, Spicy Jack Cheddar and Smokey Bacon Cheddar popcorn flavors, along with other unique flavors in the coming months. There will also be seasonal variations such as Apple Pie Cheddar Popcorn in the Fall, Farmer continued, "The use of new flavors will continue to cause excitement around the Cabot-branded snacks."

Agri-Mark Board Chair James ‘Cricket’ Jacquier saluted the latest license adopted by the Board of Directors, “...to introduce more consumers to Cabot in the snack aisles and to more parts of the country. Our farmers have invested heavily in our brand, plants, and equipment with our team members. Licensing is a way our farmers’ brand value can add a new income stream.”

According to Alpine Summit advisor, Jeffrey Hollender, co-founder of [Seventh Generation](#), “We’re thrilled to collaborate on several exciting line extensions for the Cabot Brand, beginning with the introduction of Seriously Sharp Mac & Cheese that is just now hitting select stores in the Northeast,” Hollender said. “Cabot has been an amazing and iconic brand for more than a century and represents everything that is wonderful about Vermont and cheese. We’re especially grateful to the 800 hard-working Cabot farm families that make all of this possible.”

About Agri-Mark/Cabot Creamery Co-operative

[Agri-Mark](#), the premier dairy cooperative in the Northeast, is owned by 800 farm families throughout New England and Upstate New York. Agri-Mark has plants in Vermont, New York and Massachusetts where it produces a full line of cheeses, Greek yogurt, sour cream, cottage cheese and butter under the [Cabot](#), [McCadam](#), [Agri-Mark Whey](#) Protein brands. Widely known as makers of “The World’s Best Cheddar,” the cooperative was the first dairy co-op and cheese maker in the world to become a certified [B Corp](#) and has won every major award for taste.

About Alpine Summit Capital Partners

[Alpine Summit Capital Partners](#) (ASCP) is a private equity firm based in Burlington, VT focused on brand extensions. ASCP acquires brand rights in iconic companies and works alongside management teams to increase brand awareness. Unlike traditional brand licensing techniques, ASCP takes a ground-up approach to brand collaborations. By identifying opportunistic markets, we focus on working with brands that possess the capability to win in our target sectors. With more than 125 years of combined operational experience across multiple business sectors, we work with experienced management teams to leverage our resources to help companies monetize their untapped brand equity. For more information about Alpine Summit Capital Partners, visit www.alpinesummitcapital.com.

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