



AtlantaFresh Artisan Creamery

For release: February 12, 2010

AtlantaFresh Brings Cow-to-Table Greek Yogurt, Fresh Mozzarella and Crème Fraiche to the Southeast

“Everything we make is in small batches by hand,” says AtlantaFresh founder and “Big Cheese” Ron Marks. “Starting with great milk and getting fresh dairy products to market as soon as they’re made is the key to quality,” he says. “AtlantaFresh products are a treat. You can taste the quality difference.”

Fresh, Local Milk Means Amazing Flavor, Richness

AtlantaFresh is unlike any other creamery in the region, offering hand-crafted quality yogurt, crème fraiche and fresh mozzarella with the most wholesome ingredients available. These artisan creamery products are made slowly, with love and a whole lot of flavor. From the contented cows of the Johnston Family Farm in Newborn, Georgia, to your table, AtlantaFresh is helping expand the possibilities in the grow/buy/eat local movement, here in Atlanta and beyond.

Each day, AtlantaFresh gets Johnston Family Farm milk from that morning and the previous evening’s milkings. “It’s beautiful, raw milk, right from Johnston’s Jersey cows, and less than a day out of the cow. Jersey’s have the highest butterfat content in their milk,” says Marks. There are 160 cows on 180 acres, fully pastured and grass-fed. “They are truly happy cows.”

Traditional European Method

Commercial dairies produce yogurt in a fully automated process, thousands of gallons at a time. AtlantaFresh makes their yogurt in a low-tech, old world style in 90-gallon batches.

“We turn AtlantaFresh yogurt around in a few days, using an extremely traditional European style, relatively unique among yogurts in the States,” explains Marks. “Most yogurts are ‘cup-set’. Ours is batch-cultured, chilled and then has most of the whey strained off for a remarkably smooth and full-flavored yogurt. As a true, traditional Greek-style yogurt, our tangy, full flavor is the result of fresh-culturing every batch to a lower acidity. It takes us 1 gallon of milk to make ½ gallon of yogurt.”

The texture of AtlantaFresh yogurt is rich, thick and luxurious, with no added starches or thickener—one of the many benefits of the straining process.

Probiotic Power

Because it is newly cultured, AtlantaFresh yogurt delivers tremendous health benefits compared to other yogurts. It is very high in active bulgaricus and acidophilus—key probiotic bacteria that help boost the immune system.

ATLANTAFRESH ARTISAN CREAMERY

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The production turnaround for AtlantaFresh yogurt is 2-3 days from birth to store, with a “made on” and “best by” date on every cup and cheese, so there is never a question about how fresh it is. These products stay in excellent condition for 21 days.

AtlantaFresh yogurt is a high-protein food, with 15 grams of protein in every 6 oz serving.

Inventive, Vivid Flavors

AtlantaFresh yogurt comes in remarkably unique flavors, honoring international taste combinations. Tropical Sweet Heat, for example, pairs sweet and spicy flavors, as Caribbean, Indian and Middle Eastern cuisines do. Other flavors include: Wildflower Honey (the classic pairing from Greece), Vanilla Caramel, Mixed Berry, Peach & Ginger, Black Cherry & Port Wine and perfectly simple Vanilla or Plain. All flavors are available in whole milk, fat-free and 2% varieties.

Founder Loves Small-Dairy Style

Marks has been in the food business for 42 years. He grew up in the small coal-mining town of Renton, Pennsylvania, where his father trained him as a butcher and sausage maker in the family general store.

Marks never forgot his early food education. After careers as a chef, culinary consultant, consumer researcher and product developer, he realized what was missing on the food scene in the Southeast: “In PA and throughout the Northeast, you would find small dairies that would distribute to the local towns on a daily basis and there was nothing like that here. I wanted to fill that niche in Atlanta. We’re the only creamery doing fresh cheese and strained Greek yogurt in the region.”

Kudos for AtlantaFresh

AtlantaFresh has received rave reviews from:

- *Creative Loafing*: “Atlanta Artisan Foods—10 Home-Grown Products for Your Pantry” http://atlanta.creativeloafing.com/gyrobase/atlanta_artisan_foods/Content?oid=1134523
- *The Blissful Glutton*: <http://blissfulglutton.blogspot.com/2009/09/food-find-atlanta-fresh-yogurt.html>.
- *Daily Candy*: <http://www.dailycandy.com/atlanta/article/77224/What-to-Do-This-Weekend>

Buy AtlantaFresh

AtlantaFresh yogurt, fresh mozzarella 8 oz balls in plain or applewood smoked flavors,

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12 oz packages of fresh herb oil-infused boccocini and crème fraiche are available throughout metro Atlanta and elsewhere in Georgia at gourmet grocers and eateries. Please refer to the accompanying Buying Guide for details. If you know of a shop that would like to carry these products, please give us a call!

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Facebook: <http://www.facebook.com/atlantafreshcreamery>

Twitter: <http://twitter.com/AtlFreshYogurt>

This information can also be accessed in the Media section of the AtlantaFresh website:
<http://www.atlantafresh.com/media>

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