

Mutineer

FINE BEVERAGE...REDEFINED

Straus Family Creamery Introduces Organic, Cream-Top, Lactose-Free Milk

Tue, Feb 28 | *Brian Kropf*



Straus Family Creamery, California's pioneering organic creamery, is adding lactose-free, cream-top, reduced fat milk to its lineup. Like all Straus milks, the lactose-free option is certified organic, Non-GMO Project Verified, certified kosher and available in reusable glass bottles. Supermarkets and grocery stores in the greater San Francisco Bay Area and other California locations will offer lactose-free milk in quart-sized glass bottles at a suggested retail price of \$2.99, plus bottle deposit.

Finally, there is tasty, local and sustainably made cream-top milk available for lactose-intolerant consumers in the greater Bay Area. Straus Lactose-Free Milk offers the delicious taste of non-homogenized and very gently pasteurized milk, in which cream flows naturally to the top. The marine air and the fresh, sweet grasses, on which the cows graze on Northern California's Tomales Bay, contribute to its rich and sweet flavor. In addition, Straus' organic Lactose-Free Milk provides all the same benefits as our regular organic milk.

According to the Innovation Center for US Dairy, 24% of US adults (or 53 million) suffer from symptoms of lactose intolerance. The vast majority are open to the idea of including more dairy in their diets, if it was more easily digestible. If they chose a lactose-free alternative, an additional 273 million gallons of milk annually could provide all the same benefits of wholesome milk to these consumers.

"We want to make great products for lactose-intolerant people," says Albert Straus, President of Straus Family Creamery, "and offer them our great-tasting, organic, cream-top milk. Everyone who enjoys milk should be able to enjoy its benefits and have the option to drink it out of a reusable glass bottle, which we believe is one of the best and most sustainable ways to offer milk."

By consuming Straus Lactose-Free Milk, customers can help to reduce landfill waste by using reusable glass bottles, which have an average return rate of 80% and are reused 6-8 times. In addition, they directly contribute to the company's mission of protecting small family farms and sustainable dairy production.

Straus Family Creamery became the first certified organic creamery west of the Mississippi in 1994 and extended its commitment to sustainability by becoming the first Non-GMO Project Verified dairy in the country in 2010. Among the many projects within Straus' sustainability program is a water reuse system, which allows 94% of the creamery's wastewater to be reused at the dairy. The dairy is powered by a methane digester that converts cow manure to electricity and significantly reduces the amount of methane rising into the atmosphere. Learn more at <http://www.strausfamilycreamery.com>.

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