



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Sassy Cow Creamery Introduces Bottled Milk Straight From the Farm

COLUMBUS, Wis. – Brothers James and Robert Baerwolf, a pair of third generation Wisconsin dairy farmers, today launched a new farmstead milk bottling operation, offering fresh-bottled milk direct to consumers straight from the farm.

Sassy Cow Creamery, located seven miles north of Sun Prairie, is a culmination of the Baerwolf family's dedication to connect consumers with farmers. In fact, their brand new, state-of-the-art creamery is designed with the customer in mind, with a farmstead retail store opening to the public in mid-April.

"Producing high quality milk has always been our number one priority," said co-owner James Baerwolf. "Before we opened the creamery, our milk was put on a truck, pooled with other farms and that was the last we ever saw of it. Today, we are proud to bring our milk directly to the consumer from our own farmstead creamery."

Ever since James and Robert first began farming, their milk cows have taken center stage. Their high quality bottled milk is produced from the family's dual nearby dairy herds: a 400-cow traditional dairy and 100-cow organic dairy, located within miles of each other. Sassy Cow Creamery may be the first farmstead operation to offer both traditional and organic bottled milk.

Products include whole 2 percent and fat-free conventional and organic milk bottled in gallons, half gallons and pints. Chocolate and strawberry milk, as well as cream are also available. The dairy also plans to soon craft ice cream in a variety of flavors. Consumers can find the products at the creamery's on-farm store at W4192 Bristol Rd., Columbus, WI, or in select local and regional specialty stores. A May 22 grand opening celebration with public tours is also being planned.

"A hearty congratulations to the Baerwolf families and Sassy Cow Creamery for their dedication in adding value to Wisconsin dairy," said Dan Carter, founder and chairman of the Dairy Business Innovation Center.

For more information about Sassy Cow Creamery, visit www.sassycowcreamery.com or call Kara Kasten at 608-445-2010.

The Dairy Business Innovation Center offers technical assistance to dairy entrepreneurs in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org or call Jeanne Carpenter at 608-358-7837, email Jeanne@wordartisanllc.com
