



Shaking Up The Vegan Cheese Category Since 2004!

Award-Winning Parma! Vegan Parmesan Offers Cheese Lovers A Delectably Nutritious Range of Dairy-Free, Protein-Rich Condiments Ideal For Main Dishes, Salads, Pizza & More!

Parma! Debuts Bold New Website As Company Continues Major Expansion

MEDFORD, OREGON, MARCH 4, 2020 - With just the right condiment, a plain salad becomes a festival of flavors, a plate of vegetables transforms into a delectable stroll through a country garden, and an ordinary bowl of pasta becomes a savory work of art. And perhaps no condiment covers as many different foods and as many different cultures as classic Parmesan cheese.

Unfortunately, for vegans or anyone following a dairy-free and/or calorie-conscious diet, parmesan cheese has always been not only off limits but one of the most difficult of life's little indulgences to forego. If only someone, somewhere, could create a non-dairy parmesan cheese alternative so authentically delectable that even the most discerning cheese lovers would never miss its conventional counterpart ever again!

Well, luckily for countless millions of us, someone has. Welcome to the next revolution within the booming vegan cheese category – Parma!

Created in Oregon just over 15 years ago by Sister River Foods' founder Shannon Schnibbe (Tofurky founder Seth Tibbott is an ongoing Advisor), Parma! was established in response to a rapidly-growing need within the vegetarian marketplace for a breakthrough allergen-free parmesan alternative.



Comprised of four deliciously distinct varieties – including Better Than Bacon Parma! –voted Favorite Bacon-Flavored Product in 2017 by VegNews magazine – Parma! is a plant-based umami superfood line of convenient and affordable products that are Paleo and Keto-friendly, a complete protein, dairy-free, soy-free, gluten-free, non-GMO and Certified Kosher.

In addition, all four raw nut and seed-based Parma! flavors contain whole raw ingredients, are low in sodium, heart-healthy, packed with essential B vitamins and trace minerals, replete with beneficial amino acids and an excellent source of healthy oils.

Enjoying its most successful period of growth to date in terms of both distribution and revenue, Parma! this week introduces an ambitious new website featuring easy navigation, boldly colorful images and graphics, exciting new recipes and convenient shopping options.

A World Of Flavor

Available in health stores nationwide as well as on the brand new www.eatparma.com site, Amazon, VitaCost and other online retailers, Parma! is ideal for environmentally conscious consumers, vegans, vegetarians, flexitarians and all health conscious eaters. Unlike some other vegan cheese alternatives, Parma! has also proven highly appealing to mainstream cheese aficionados who are ready to eschew traditional cheese so long as a healthier option boasting authentic flavor, aroma and texture is available.

Sold in 3.5 and 7-ounce bottles, Parma! can be savored on pasta, lightly steamed vegetables, pizza, salads, potatoes, avocado toast, popcorn and countless other hor d'oeuvres, main dishes and desserts. For suggested recipes, please visit <https://eatparma.com/category/recipes/>.

Parma! varieties include:

- **Original Parma!** – Featuring an irresistibly cheesy umami flavor. Ingredients: Nutritional Yeast, Organic SunflowerSeeds, Walnuts, Himalayan Crystal Salt, Organic Hemp Seeds.
- **Better Than Bacon Parma!** – Voted Favorite Bacon Flavored Product by VegNews and featuring a smokey cheesy umami bacon flavor. Ingredients: Nutritional Yeast, Organic Sunflower Seeds, Walnuts, Ground Paprika, Organic Dried Onion, Natural Flavor, Organic Brown Sugar, Himalayan Crystal Salt, Smoked Salt, Organic Hemp Seeds.
- **Chipotle Cayenne Parma!** – Blessed with a smokey umami flavor akin to the most popular barbeque potato chips, with a slight cayenne kick at the end. Ingredients: Nutritional Yeast, Organic SunflowerSeeds, Walnuts, Organic Ground Chipotle Pepper, Himalayan Crystal Salt, Organic Hemp Seeds, Organic Onion Powder, Organic Ground Cayenne Pepper.
- **Garlicky Green Parma!** – Distinguished by a cheesy umami Italian herb flavour complemented by nutritiously delicious kelp, pumpkin and sesame seeds. Ingredients: Nutritional Yeast, Organic SunflowerSeeds, Walnuts, Organic Pumpkin Seeds, OrganicDried Garlic, Himalayan Crystal Salt, Organic Hemp Seeds, Organic Sesame Seeds, Organic Kelp Powder, Organic Dried Basil, Organic Dried Oregano.

Nutrition Facts	
About 17 servings per container	
Serving size	1 Tbsp (6g)
Amount per serving	
Calories	30
% Daily Value*	
Total Fat 2.5g	3%
Sodium 10mg	1%
Total Carbohydrate 1g	0%
Protein 2g	
Thiamin 1.1mg	90%
Riboflavin 1.1mg	80%
Vitamin B ₆ 1.1mg	70%
Vitamin B ₁₂ 1mcg	40%
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.	
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

For parmesan lovers in Europe (in other words – just about everyone!), Parma! also offers a specially branded line called **Shake! Original** featuring a mouth-wateringly cheesy umami flavor and such ingredients as nutritional yeast, raw organic sunflower seeds, raw walnuts, raw organic pumpkin seeds, raw organic hemp seeds, and Himalayan crystal salt.

Parma! is expected to introduce a bold new line of products to the U.S. marketplace later this year.

Only The Beginning

Founded in 2004, Parma! has steadily grown to its current status as a leader in the dairy-free cheese alternative arena and a key player in the multi-billion-dollar global vegan food category.

Looking back on the origins of the Parma! brand, Sister River Foods' co-founder and CEO Shannon Schnibbe recalls that it all started as the result of her severe allergies and effort to find foods that might give her relief. Introduced to raw foods, she was soon inspired to begin making what is now Parma! for herself, friends and family. After moving to Oregon and becoming pregnant with her first baby, she decided to combine her passion for healthy eating with her corporate experience and turn her hobby into an actual business. The vegan parmesan revolution had begun!

Today, Shannon takes special pride not only in the rave reviews, industry honors, new distribution channels and increased sales Parma! has enjoyed in recent years, but in her brand's ability to provide a more nutritious yet equally delicious alternative for those who have been missing out on one of life's true culinary pleasures – parmesan cheese.

According to Tofurky founder Seth Tibbott, "Like Tofurky, Parma is an authentic, trailblazing brand with deep roots that took hold when the plant-based world was very young. I love that it is a family owned business run by kind, passionate people producing a wholesome vegan food with exceptional flavor."

Adds Shannon, "Parma! gives you that cheesy flavor without all the dairy baggage. It provides an excellent food source of high-quality vitamins and minerals, including B vitamins, omega 3's and trace minerals, along with the natural goodness of hemp, and it tastes great! We're deeply grateful for the exceptionally warm reception our brand has received from consumers and industry leaders since our very first days on the market and look forward to continuing to shake up the dairy-free industry for many, many years to come."

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