



Shaking Up The Vegan Cheese Category Since 2004!

Award-Winning Parma! Introduces Safe & Convenient Touchless Labels On Bottles Of Flagship Original Flavor

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

MEDFORD, OREGON, SEPTEMBER 24, 2020 – Responding to a rapidly-growing desire among both consumers and retailers for products that are hygienically safer and technologically more sophisticated, Sister River Foods’ popular Parma! plant-based parmesan “cheese” brand has just introduced touchless labels on its flagship “Original” flavor.

The new labels began shipping at the beginning of September and are now available to health food and mainstream grocery consumers nationwide as well as to those purchasing Parma! Original online at www.eatparma.com or via numerous other web retailers.

The announcement was made today by Shannon Schnibbe, Founder and CEO of Parma! parent company Sister River Foods.

Parma! Original touchless labels offer the ideal blend of consumer protection and convenience. Simply point a smartphone camera at the label and a link will appear. Touch the link and it will take you to a landing page where you can read all the label information for Parma! Original and also check out the label information for the brand’s three other flavors: Better Than Bacon, Chipotle Cayenne and Garlicky Green. All four flavors can also be purchased on the landing page.

In addition to enabling easy access to important product information, the new touchless labels reduce the need for shoppers to physically handle Parma! Original bottles in store – a welcome feature for consumers and retailers alike during the ongoing pandemic crisis.

Commenting on the new label, Ms. Schnibbe said, “As a company that cares deeply about the health and safety of the public as well as members of the grocery retail industry, we recognized the importance of converting to touchless labels at the earliest possible opportunity. I’m confident consumers will appreciate not only the added hygienic benefits of these touchless labels, but the ability to access all of the product details they want in the safest and most convenient manner possible.”



Plant-Based Parmesan Takes A Bold Step Forward With Parma!

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 did. Welcome to a true revolution within the booming vegan cheese category – Parma!

Comprised of four deliciously distinct varieties – including Better Than Bacon Parma! which was 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. In addition, all Parma! products are a complete protein, dairy-free, soy-free, gluten-free, non-GMO and Certified Kosher.



Moreover, 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.

A World Of Flavor

Available in health stores nationwide as well as on the recently-revamped 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.	
<small>*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.</small>	

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.

According to Tofurky founder Seth Tibbott, an advisor to Parma! since the company’s inception, "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 Ms. Schnibbe, “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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