

Dear store manager or dairy buyer,

Vital Farms offers pasture-raised eggs and butter – and I would love to see this product available in your store! (circle the product, or products, you'd like to see):



Vital Farms is a brand I trust, but if I want the eggs or butter I love, I have to shop elsewhere to find them!

Their pasture-raised eggs are laid by happy hens who live on a minimum of 108sq ft of pasture each, on over 100 small family farms. That's way beyond a typical "cage-free" or even "free-range" operations, where birds often have less than 1-2 sq ft each, on a barn floor, and never venture out into the daylight.

Foraging outdoors translates into eggs that are simply much more delicious, especially when compared to other supermarket eggs. There are health benefits as well, but as a consumer, the taste is what I notice!

Their pasture-raised butter is grass-fed, small batch, slow-churned, high in butterfat and comes from contented cows on American family farms.

Small herds of suitable breeds provide milk for Alfresco Butter and get to graze outdoors on well-managed lands. The ladies are free to graze every day, and this allows them to produce high-fat milk that's used to create a butter that is creamy and delicious. The artisan butter-makers that churn the Alfresco Butter have been doing it the same way for over 120 years, with five generations of the same family, so we know their butter is better.

Please add these Vital Farms products to your store. Give the people what they want!

Your loyal customer,