



FOR IMMEDIATE RELEASE

Cypress Grove® Introduces a New Wave of Product Updates Designed to Enhance the Shopper Experience. *New formats, refreshed packaging, and foodservice innovations debut at Winter FancyFaire* 2026.*



Arcata, CA (January 2026) — Cypress Grove®, a pioneer and leader in American goat cheese since 1983, today announced a collection of **new and refreshed product updates** debuting at the **Winter FancyFaire* in San Diego, January 11–13, 2026**. These updates reflect Cypress Grove’s continued focus on helping shoppers navigate the cheese case with greater ease and confidence — while supporting retail partners through thoughtful design, flexible formats, and the strength of a trusted brand.

Humboldt Fog® 6 oz Exact Weight: More Ways to Say Yes at Shelf

Conceived in a dream more than 40 years ago, **Humboldt Fog, the Original American Original®**, remains one of the most recognizable and trusted cheeses in specialty retail. Its signature ribbon of edible vegetable ash and balanced flavor profile continue to attract both loyal fans and first-time buyers.

The introduction of **Humboldt Fog 6 oz Exact Weight** expands access to this cheese icon, ensuring the cheese is available in more retail cases, more often. The exact-weight format meets modern retail needs while delivering the same quality, appearance, and eating experience as the classic 5 pound wheel.

The production method for this cheese was refined, and it now features a thin line of ash through the center of the wheel — creating the unmistakable look of Humboldt Fog. This subtle enhancement has a meaningful visual impact and leverages the full power of the Humboldt Fog name.

Retailer benefit: no changes required — same item number, same size, same pack configuration — with a name shoppers instantly recognize and trust. Cypress Grove will support the launch with marketing throughout the year to encourage consumers to seek out Humboldt Fog wherever it’s sold. Shipping begins at the end of March, with retail availability in April.

Fresh Goat Cheese Packaging Refresh: Clearer Shopping, Faster Decisions

Cypress Grove is refreshing its **Fresh Goat Cheese Portfolio packaging** to improve clarity, conversion, and shelf presence — while remaining unmistakably Cypress Grove. The updated packaging begins arriving on shelves nationwide in **January**, with **no action required from retailers**.



The new design was developed to help shoppers quickly identify product type, flavor, and ingredients, reducing friction at the shelf and supporting confident purchase decisions.

What's new:

- Bold **Cypress Grove purple back film** for stronger shelf blocking and brand recognition
- Clear category callout: **“Fresh Goat Cheese”**
- Ingredients displayed prominently and clearly
- Product names optimized for quick, at-a-glance identification

New Foodservice Formats: Designed for Efficiency and Versatility

Cypress Grove is expanding its foodservice portfolio with **Fresh Goat Cheese Logs in an 11oz size**, available in top-performing flavors **Purple Haze®** and **Meyer Lemon & Honey**. The new format offers operators ease, consistency, and versatility across menus and applications.

Also debuting at Winter FancyFaire* is **Buche de Cypress**, crafted in the style of a classic Bûcheron. Smooth, tangy, and well-balanced with subtle earthy notes, Buche de Cypress adds an elegant, approachable option to the goat cheese lineup for both retail and foodservice use.

Repack Label Updates: Same Cheese, Smarter Presentation

Across the broader portfolio, Cypress Grove has updated repack labels to deliver **greater consistency, improved readability, and stronger flavor cues** — all while keeping the products shoppers already know and love.

Key improvements include:

- More visible product names and descriptions for faster recognition
- A cohesive design system aligned with **Humboldt Fog**, creating a unified brand presence in the case
- Clearer flavor signaling, including a refreshed **Truffle Tremor**[®] label with a distinct color cue that immediately communicates ‘truffle’
- Enhanced flavor descriptors when ingredients are not explicitly called out

“Across every update — from packaging and formats to new product innovation — our focus is simple: make it easier for shoppers to understand, choose, and enjoy our cheeses,” said **Christy Khattab, Marketing Director at Cypress Grove**. *“By pairing the strength of our iconic brand with clearer design and thoughtful formats, we’re supporting a better shopper experience while helping our retail partners succeed.”*

Together, these updates reinforce Cypress Grove’s commitment to pairing **strong brand equity with shopper-friendly design and flexible formats** — all backed by the quality and consistency the brand is known for.

Winter FancyFaire* attendees can see and taste all Cypress Grove favorites and newer innovations, including [Olive and Herb](#), [Aged Goat Milk Cheddar](#), [Meyer Lemon & Honey](#) (2024 soft[™] Award winner), [Hatch Chile](#), and more.

For interviews, samples, or additional information, please contact:

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Press Kit [HERE](#)

About Cypress Grove[®]

Founded in 1983 in Humboldt County, California, Cypress Grove is the leading producer of American goat cheese that makes you want to do the happy dance. Established by goat cheese pioneer Mary Keehn, the company crafts award-winning cheeses across fresh, soft-ripened, and aged categories, including the iconic Humboldt Fog[®], the Original American Original[®]. Proudly based in Arcata, California, Cypress Grove continues to transform the ordinary into the extraordinary, earning 24 cheese awards in 2024 alone. For more information, visit cypressgrovecheese.com and follow [@cypressgrovers](https://www.instagram.com/cypressgrovers) on social media.

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