



Vermont Creamery Sees Surge in Crème Fraîche Sales as Consumer Adoption Accelerates

Websterville, VT – May 28, 2025 – Vermont Creamery, the leader in artisan cultured dairy, is experiencing accelerated growth in crème fraîche sales, reflecting a shift in consumer perception and acceptance of this once-niche ingredient. As demand rises, Vermont Creamery remains uniquely positioned to meet the growing market need, thanks to its decades-long commitment to crafting the highest-quality crème fraîche available in the U.S.

Crème Fraîche Moves from Fine Dining to Everyday Kitchens

Long regarded as a staple in fine dining and elite pairings (yes, it's the ultimate companion to caviar), crème fraîche is now gaining mainstream traction as American consumers continue to embrace European-style cultured dairy. According to a 2024 consumer insights report by IRI, the specialty cultured dairy category grew by double digits over the past year, fueled by increased interest in elevated home cooking, premium ingredients, and European-inspired food trends.



As home cooks and professional chefs alike seek out ingredients that offer versatility, richness, and superior performance in cooking and baking, crème fraîche is moving beyond its traditional use cases and becoming a household staple. Consumers are discovering its superior heat stability, luscious texture, and unmatched depth of flavor, making it a go-to for everything from soups and sauces to desserts and dips.

Vermont Creamery: The Leader in Premium Crème Fraîche

Vermont Creamery has been perfecting crème fraîche long before it became a trend. For years, the company has been the gold standard in cultured dairy, setting itself apart with a product that is:

- Slow Cultured for 24 hours for a rich, complex flavor.

- Crafted with the highest-quality fresh cream, sourced from family farms.
- Free from stabilizers, artificial ingredients, or shortcuts, ensuring a pure, naturally thick texture.
- Favored by top chefs and food professionals for its functionality and consistency.

“The growing demand for crème fraîche is exciting, but it’s no surprise to us,” said Harrison Kahn, General Manager at Vermont Creamery. “We’ve been making crème fraîche for nearly 40 years, knowing all along it was bound to be discovered as the versatile kitchen secret weapon it truly is. As consumers increasingly unlock its potential, we're perfectly positioned to meet rising demand and keep retail and foodservice customers stocked.”

Meeting the Moment: Vermont Creamery’s Expanded Portfolio & Market Strength

With a robust portfolio of award-winning cultured dairy products, including European-style butters, aged goat cheeses, and fresh chevre, Vermont Creamery continues to lead in premium dairy innovation. As demand for crème fraîche and other specialty dairy products grows, the company is expanding distribution, marketing support, and trade partnerships to ensure buyers can meet consumer demand.

Key category insights:

Crème fraîche category sales have surged 11.9% vs last year in the first 12 weeks of 2025 with Vermont Creamery creme fraiche leading the way with 17.9% growth, on pace with other fast growing dairy categories such as cottage cheese (growing 15.4%), yogurt drinks (13%) and faster than many other cultured dairy categories. (Source: Circana 12 weeks ending 3-23-2025)

82% of specialty dairy shoppers are seeking out premium, high-quality ingredients over conventional alternatives. (Source: SPINS 2023)

The specialty butter & cultured dairy category is projected to grow by 12% CAGR over the next five years as consumer tastes evolve. (Source: Mintel 2024)

Why Vermont Creamery Crème Fraîche?

For buyers, distributors, and food professionals, Vermont Creamery is the go-to source for premium cultured dairy:

- Unmatched Quality & Craftsmanship – No stabilizers, no shortcuts, just superior cream and expert culturing.
- Reliable Supply & Scale – Vermont Creamery’s production capabilities ensure consistent availability for both retail and foodservice channels.
- Consumer Education & Marketing Support – Ongoing campaigns, POS materials, and retailer programs to support sell-through and increase consumer awareness.

- Diverse Applications & Versatility – Beyond fine dining, crème fraîche is a hero ingredient for cooking, baking, and everyday meals.

Looking Ahead: A New Era for Cultured Dairy

As consumer tastes continue to evolve, Vermont Creamery is committed to driving growth in the cultured dairy space and ensuring that crème fraîche remains a staple in kitchens everywhere. With best-in-class quality, strong trade partnerships, and an unwavering dedication to craftsmanship, the company is positioned to lead the category into its next phase of expansion.

For more information, retail and foodservice inquiries, or to stock Vermont Creamery Crème Fraîche, visit vermontcreamery.com or contact Cam Ingberg, cinberg@vermontcreamery.com