

# Byte to Bite

## Connecting the Cabot Brand to the Consumer Purchase

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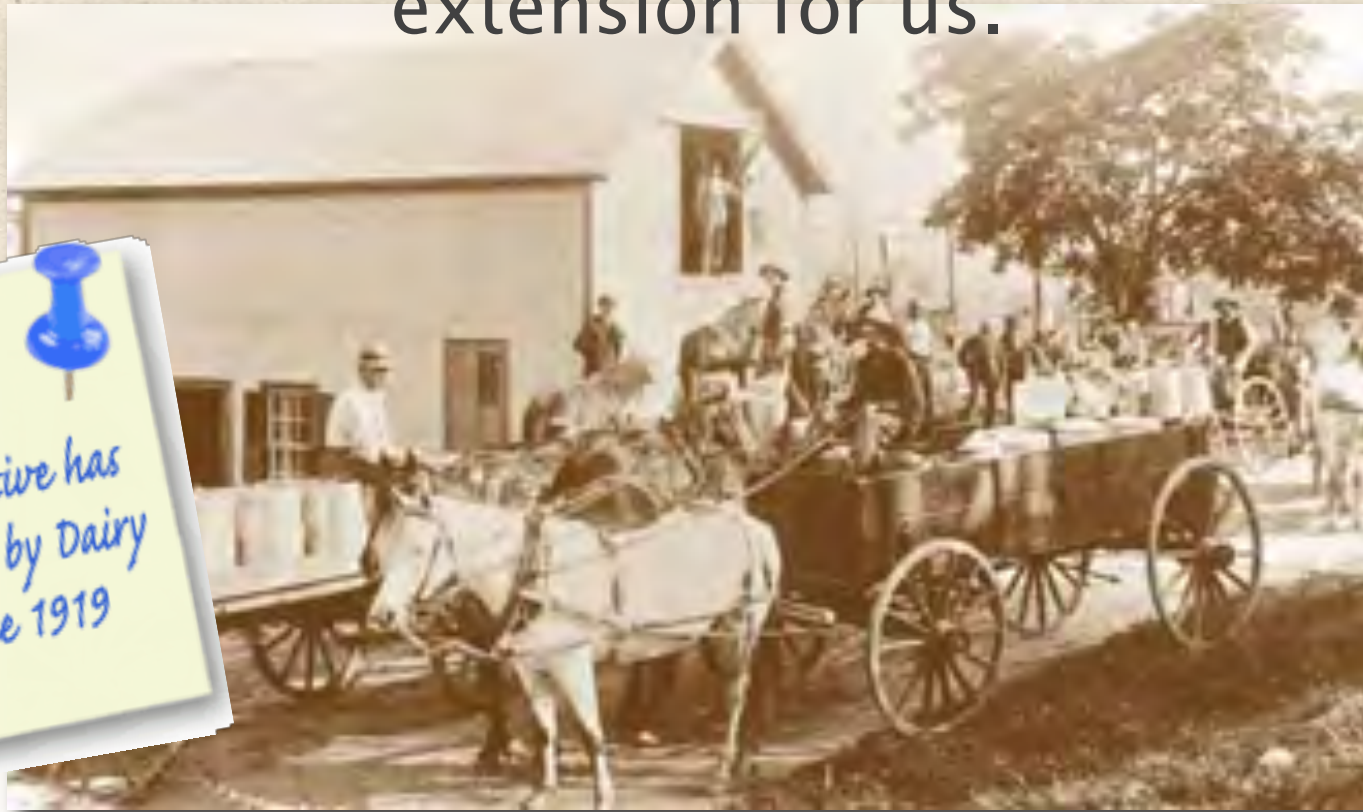
[www.twitter.com/CabotRD](http://www.twitter.com/CabotRD)





# Cooperative Roots

As a cooperative of 1,200 farm families, Cabot has always been about building and nurturing communities and social communities are a natural extension for us.



About Us  
Cabot Cooperative has  
been owned by Dairy  
Farmers since 1919





# Advertising





# Traditional PR





# Word of Mouth





# “Cheese to Mouth”

Meet the Farmers who OWN the brand.







Created by Mirna Bard  
[www.mirnabard.com](http://www.mirnabard.com)



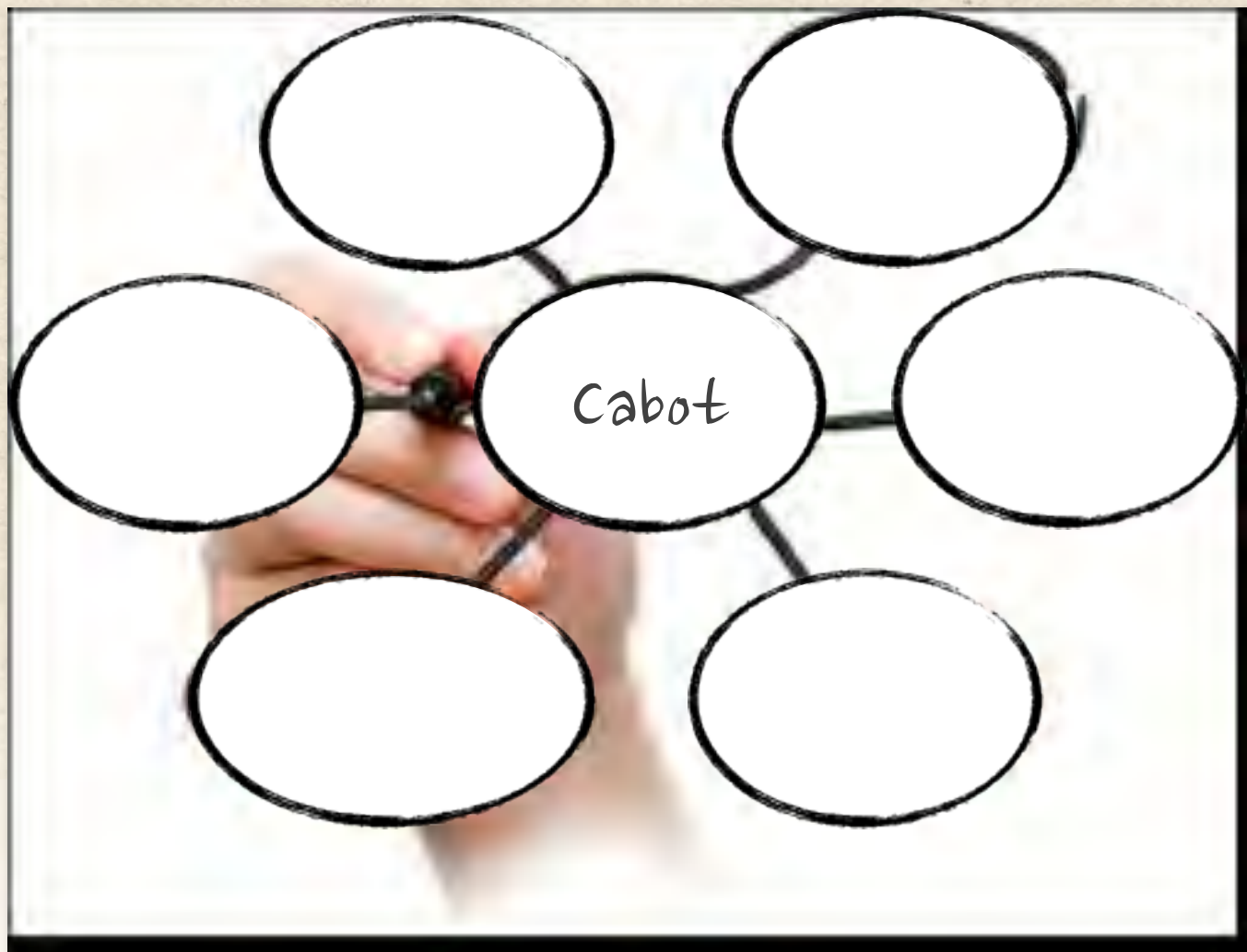




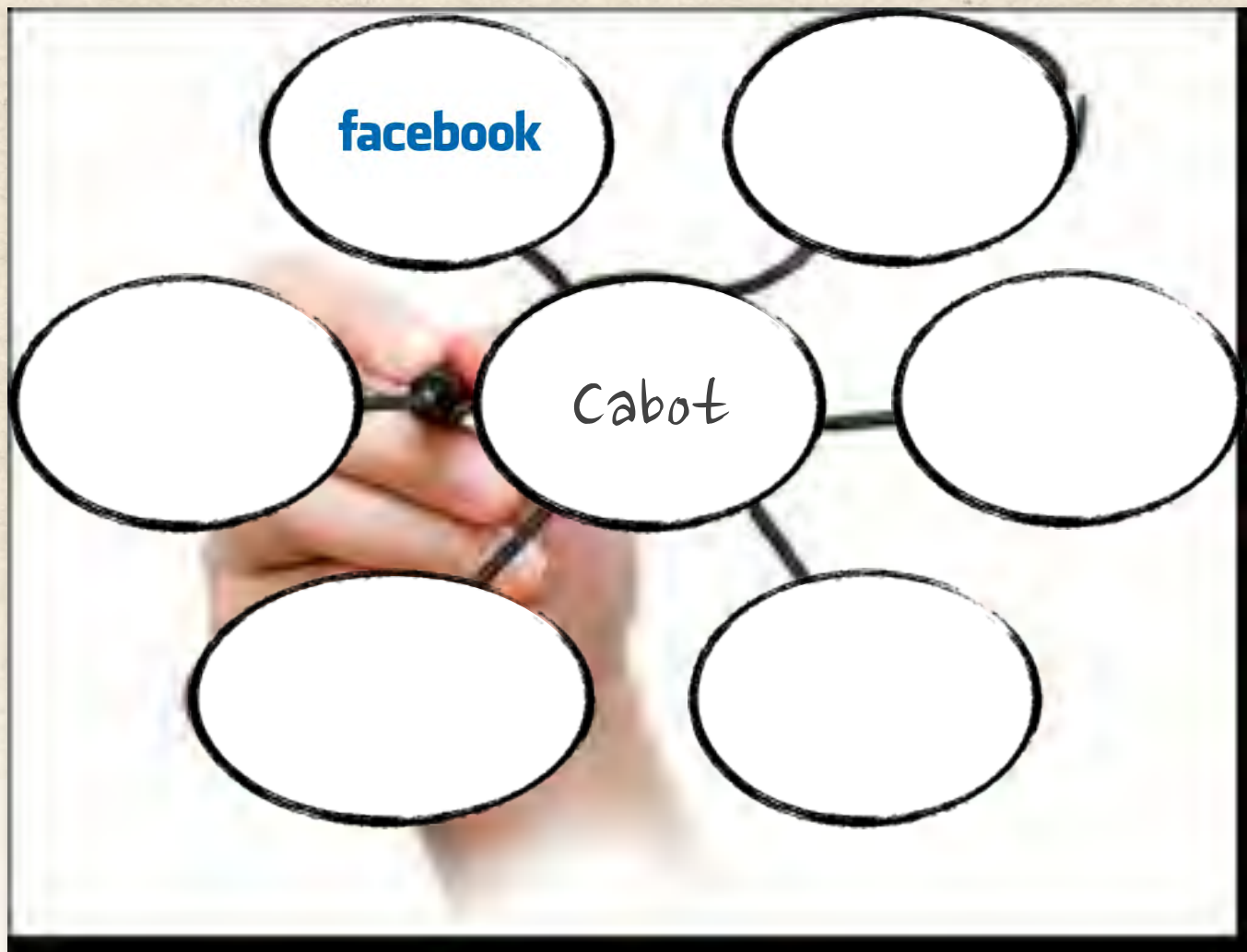
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# facebook®

**facebook** Search



## Cabot Creamery Cooperative

Food/Beverages



Wall Cabot Creamery Cooperative · Everyone (Most Recent) ▾

Share:  Post  Photo  Link  Video

Write something...

**Meal Makeover Moms**

Janice made a bet on the Super Bowl with fellow dietitian [Ellie Krieger](#) from the Food Network and promised to send her a gift box filled with New England food favorites if the Giants won. Well, we don't need to tell you the outcome of the game (boo hoo), so Janice packed up the goodies today and put them in the mail to Ellie. We hope she enjoys the Vermont Cheddar cheese and cheese board courtesy of our friends at Cabot Creamery Cooperative, Ocean Spray dried cranberries, Taza chocolate (a Somerville, MA company), and Vermont maple syrup. Wait 'til next year Ellie!

**Packing up Ellie Krieger's New England goodies gift box**  
[www.flickr.com](http://www.flickr.com)

Janice loses a Super Bowl bet with Ellie Krieger and packs a box of New England goodies to send to her.

 View Post · 11 hours ago

**Candace Pilik Karu**

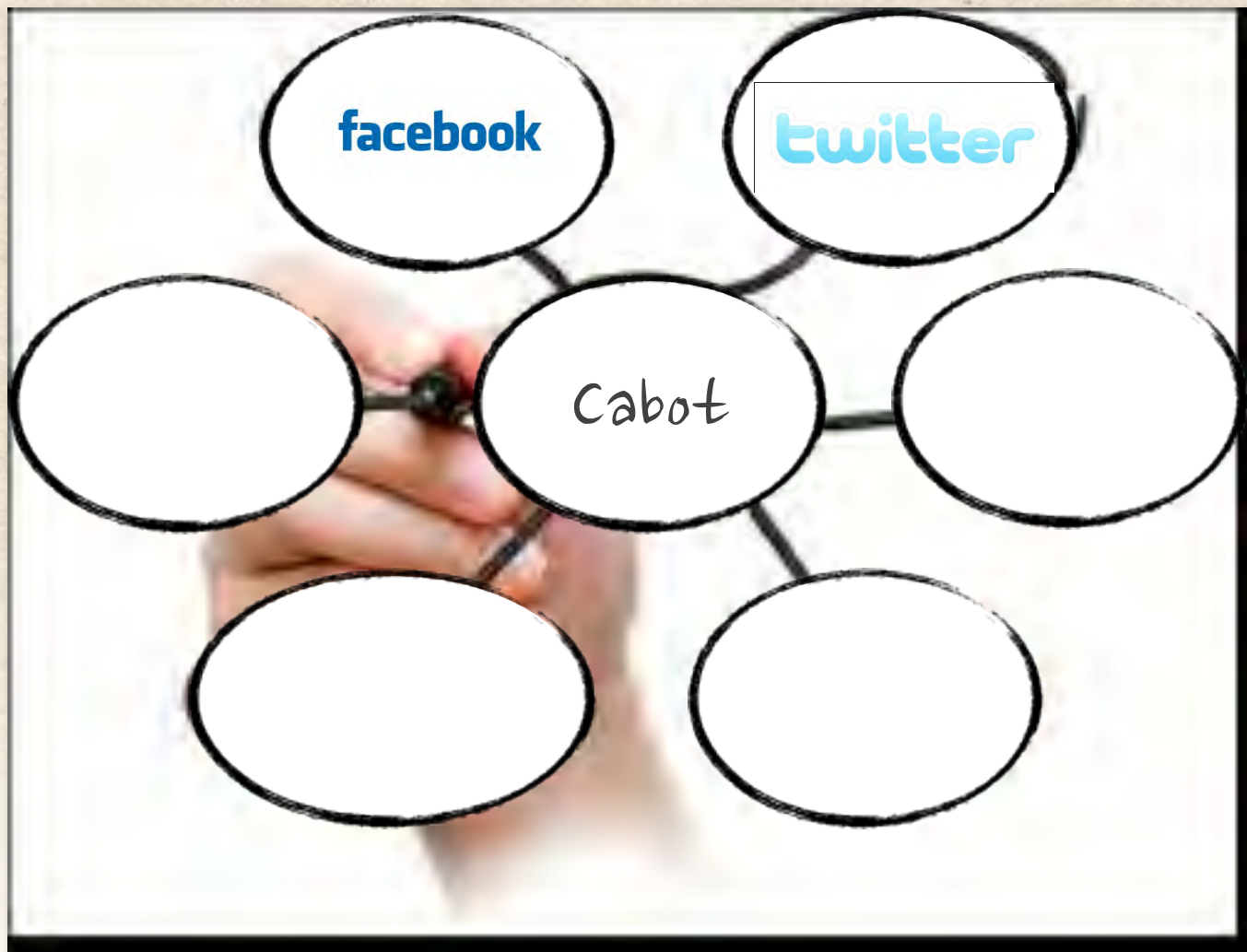
Look who's at the top of the list...Cabot Creamery Cooperative!

**Great Businesses on Pinterest Already – Pinterest Login – Pinterest Information & Advice – Pinterest**  
[pinterest-login.com](http://pinterest-login.com)

Looking for people or businesses to follow on Pinterest? This list of brands that are on Pinterest is a very good starting point to build your list







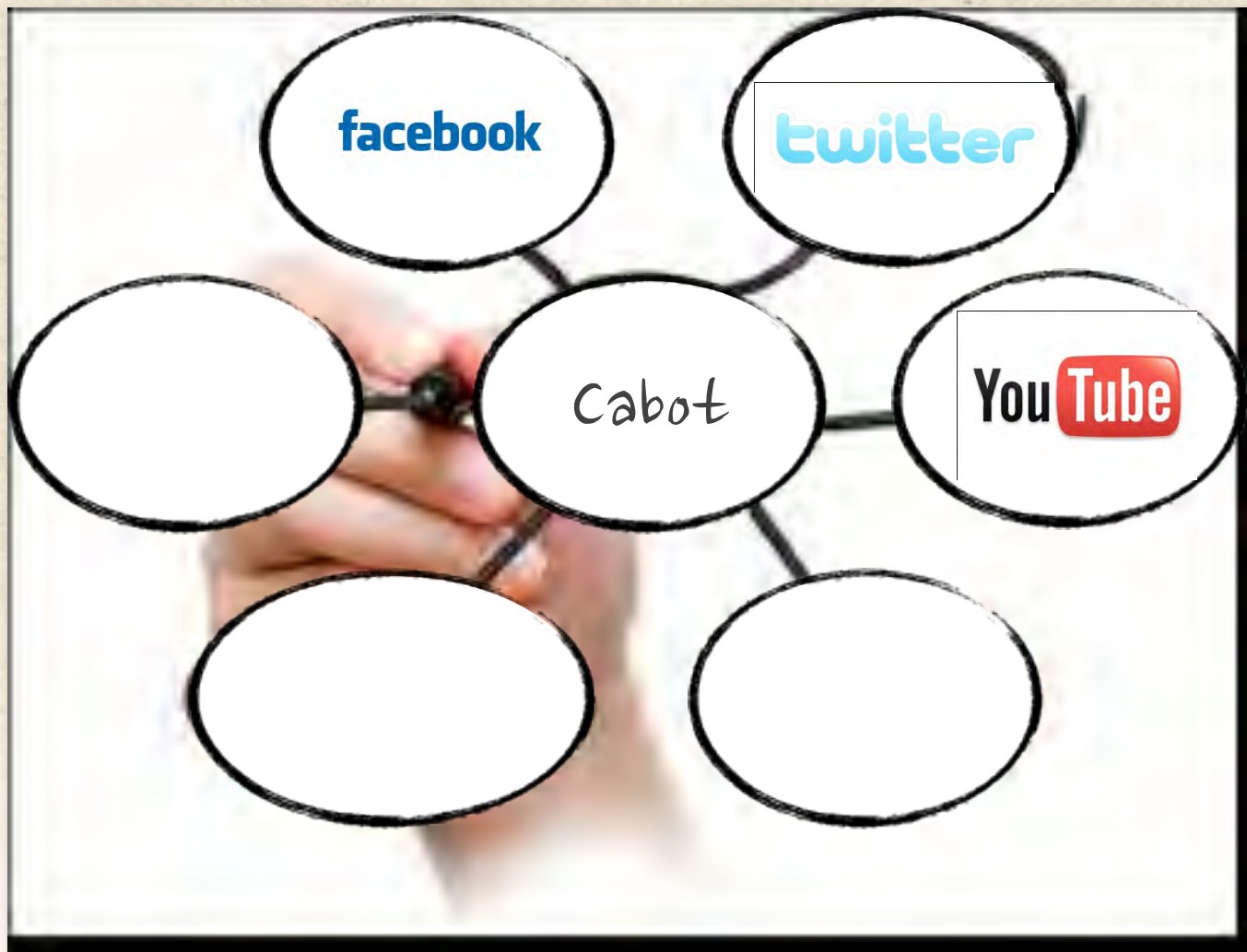




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**Slow Cooker Recipes**

**STORE LOCATOR**

**802**

**Cabot Cheese**  
CabotCheese's Channel ✓ Subscribed

All Uploads Favorites Playlists

**Cabot**  
Vermont  
Owned by Dairy Farmers Since 1919

1:02 / 1:07

Info Favorite Share Playlists Flag

**Cooking with Grace**  
1 year ago  
[more info](#)

**Commercials**  
5 months ago  
[more info](#)

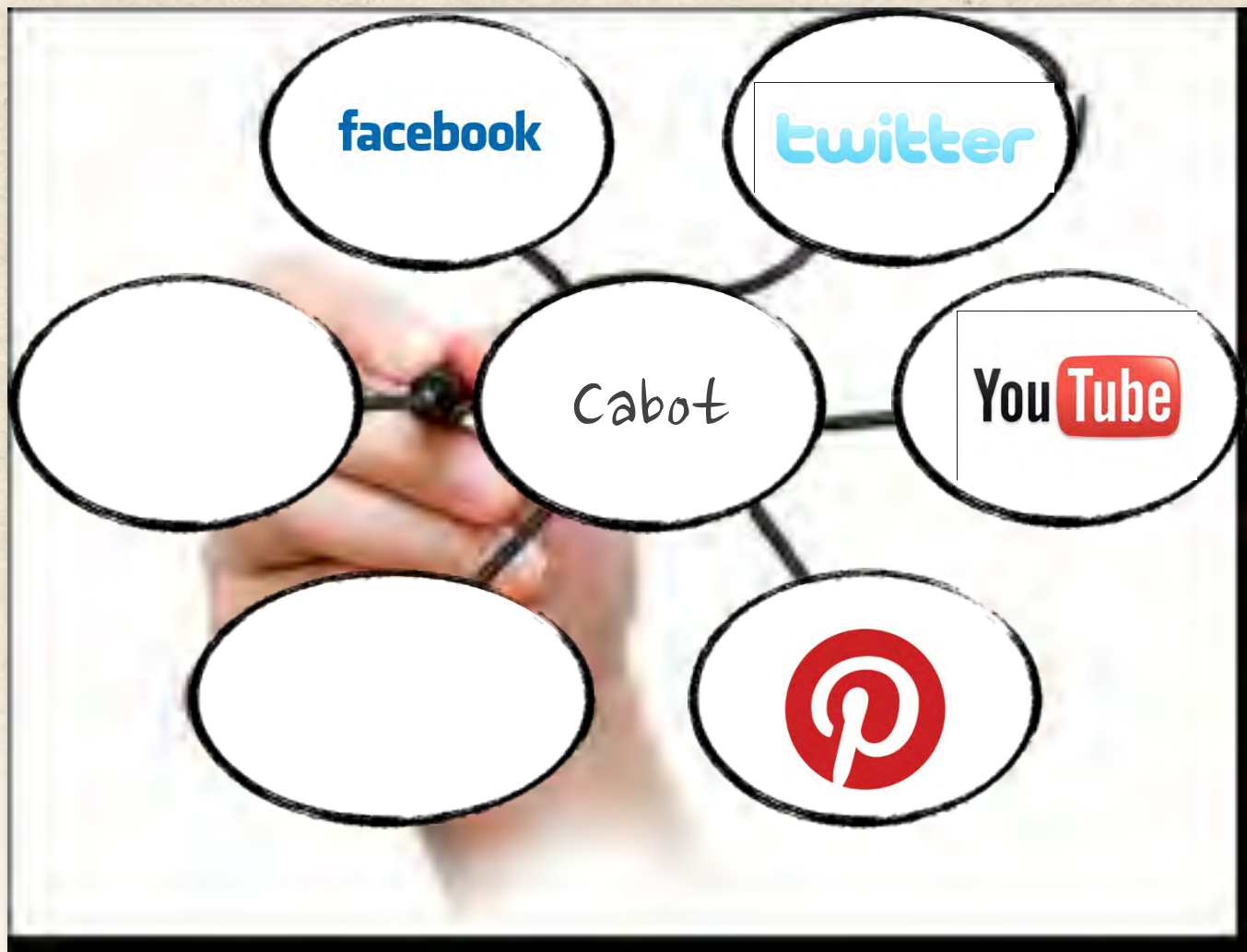
**Recipes**  
6 months ago  
[more info](#)

**Our Farmers**  
2 months ago  
[more info](#)

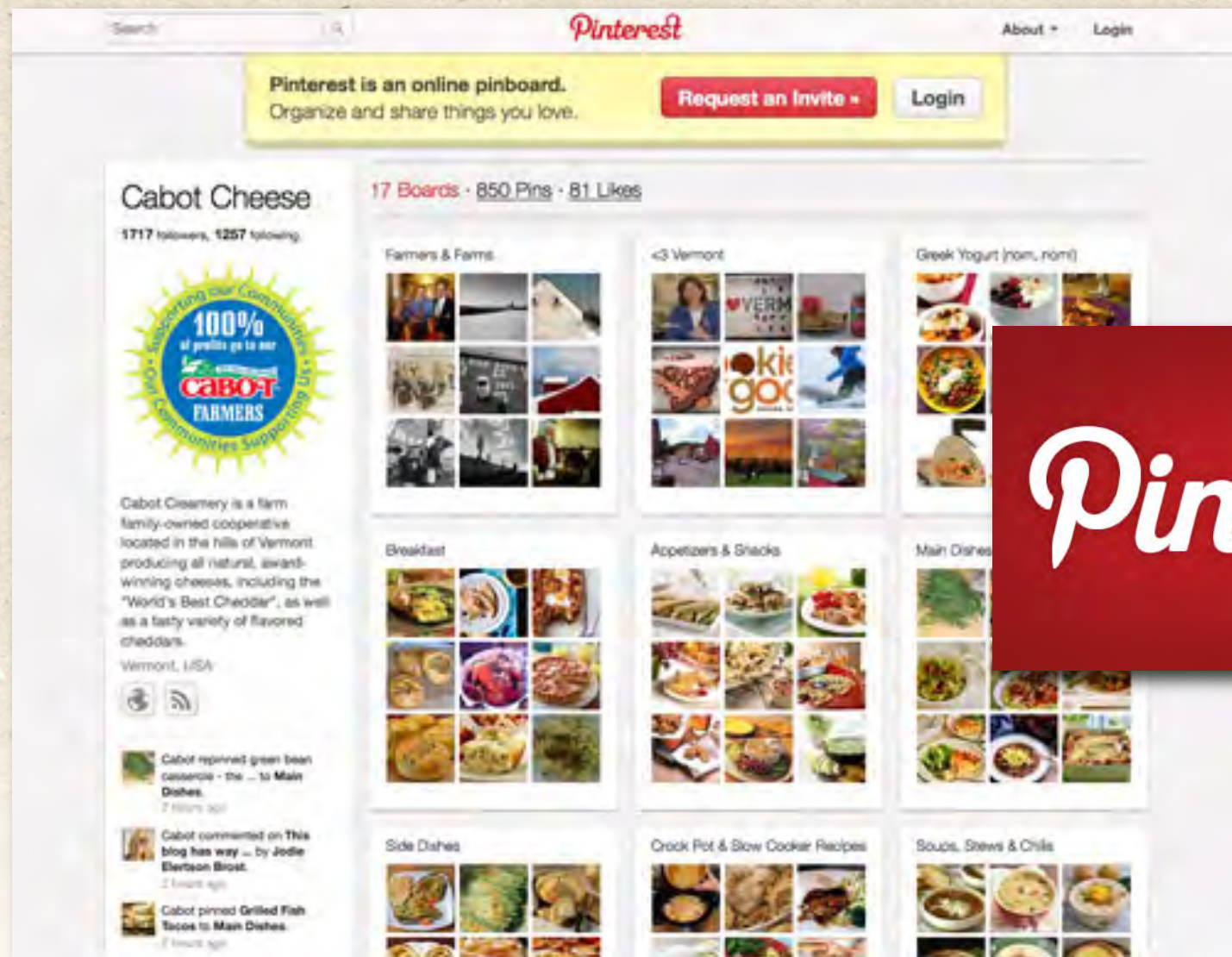
**Tour**  
10 months ago  
[more info](#)











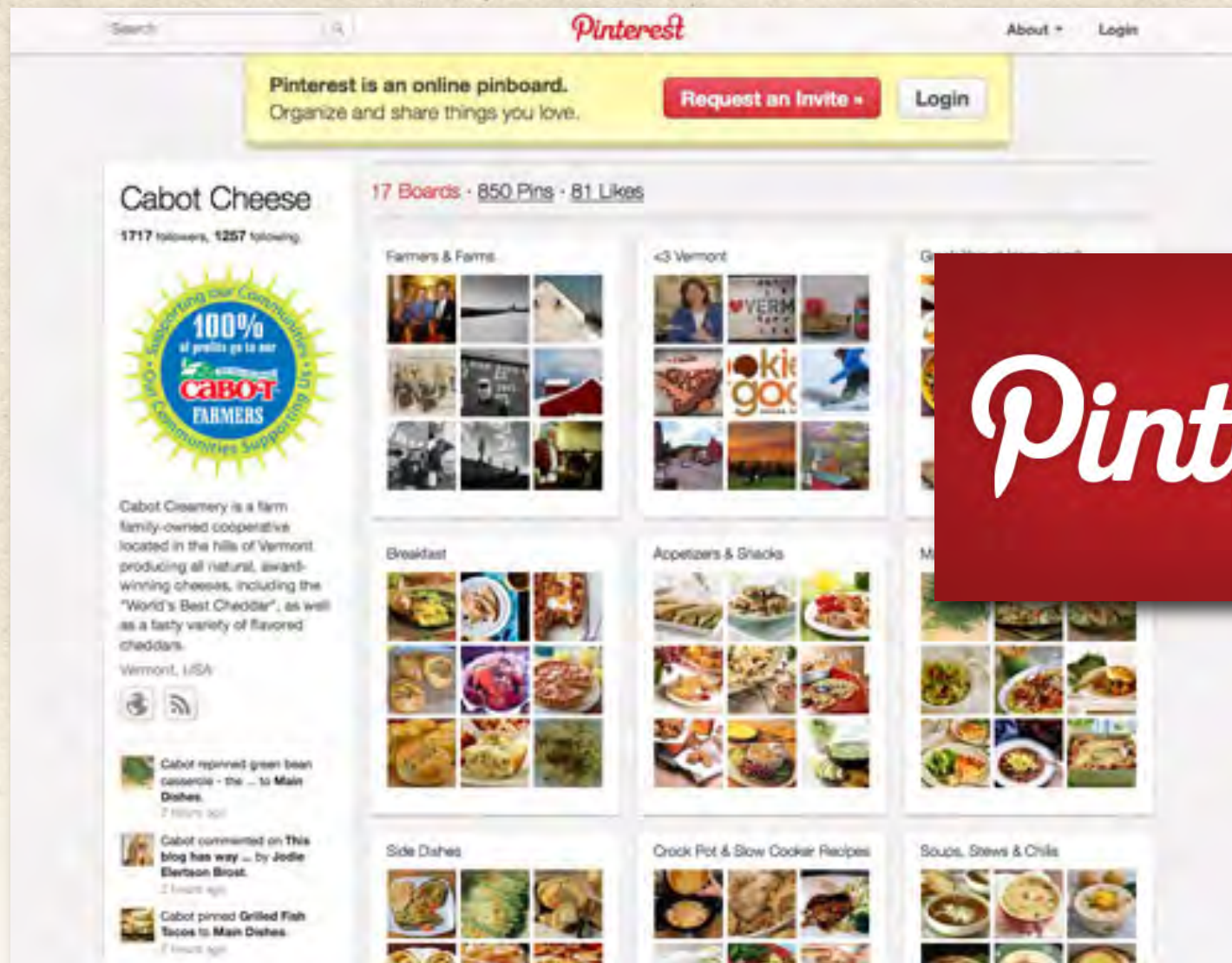
*Pinterest*







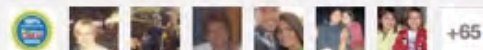






## Cabot Corner ✓ Like 2

Welcome to "Cabot Corner," an open board for our fans and followers. The Cabot Corner is a board where you can pin your favorite recipes using Cabot, photos of visits to Cabot or anything else related to cheddar and the brand. Rules: No spam, no profanity. Offensive or unrelated pins will be removed at Cabot's discretion.




Edit Board

2140 followers, 299 pins



King Cake Balls. These look amazing!


2 likes 1 repin

 Annie A from [cgerdes.blogspot.com](http://cgerdes.blogspot.com)



Pupcake recipe for dogs


5 repins

 Annie A from [sweetpeaskitchen.com](http://sweetpeaskitchen.com)



Louisiana Crawfish Casserole


2 repins

 Paula Camp from [southern.food.com](http://southern.food.com)



Pesto, shallot, parmesan and smoked gouda cheese bruschetta.


3 likes 5 repins

 Paula Camp from [bothwellcheese.com](http://bothwellcheese.com)



cheddar cheese dog treats! Only when your dog has been very good...


4 repins

 Paula Camp from [allrecipes.com](http://allrecipes.com)



mini pineapple upside-down cakes

3 likes 11 repins

 Annie A from [bigmamash.com](http://bigmamash.com)

⌵ Repin ♥ Like



















