

The small business having a big impact on aussie cheese makers and communities



📍 BUDERIM, QUEENSLAND

Cheese Therapy

Facebook: /coastalbabysitters

Instagram: @coastal_babysitters

Website: www.coastalbabysitters.com.au

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We have highly engaged followers who love interacting with us on Facebook Live.

— Sam Penny, Co-Founder

3,900%

of sales of Cheese Therapy boxes exceeded projections

25

Direct employees, supporting 15 cheese makers who employ over 200 people

10,000

Kilograms of cheese made from 100,000 litres of local milk so far

3,000+

Viewers of Sam's Facebook Live cheese-tasting seminars

Cheese lovers Sam Penny and Helen Shadforth are the founders of Cheese Therapy, a small business giving Australian cheese lovers access to handmade cheeses they won't find in the supermarket. Their ability to adapt to challenging conditions has made it possible for artisan cheesemakers to continue producing and to hire new staff, even amid a global pandemic and, earlier this year, the Australian bushfires.

For the first few years of their business, the couple were able to keep up with all the cheese orders that came through their small online business. That changed in February 2020 with the launch of their Therapy Box, a selection from an Aussie cheese maker hit hard by the bushfires. Expecting to sell 50 Therapy Boxes, they sold over 2,000 to customers across the country.

Sam attributes their success to Facebook Live: He engaged customers by sharing cheese-tasting seminars at the launch of each new Therapy Box. This active community of cheese lovers expands beyond their local community to include overseas participants, too.

When COVID-19 shut down restaurants and cafes, cheese makers across the country reached out to see how Sam and Helen might lend a hand.

Cheese Therapy responded by expanding packs to feature handmade cheeses from across Australia, as a to support even more small producers. They now employ 15 people on packing days, in addition to five in the office and four delivery drivers. They attribute this unprecedented and sustained growth in their business to the tools offered by Facebook.

FACEBOOK