



A SMALL BUSINESS STORY

Cheese Therapy

Buderim, QLD

THE SMALL BUSINESS HAVING A BIG IMPACT ON AUSSIE CHEESE MAKERS AND BUSHFIRE COMMUNITIES.

Cheese lovers Sam Penny and Helen Shadforth are the founders of Cheese Therapy, a small business giving Australian cheese lovers access to handmade cheeses you won't find in the supermarket. Their ability to adapt to challenging conditions has had a positive impact, helping artisan cheesemakers keep going, hire new staff and continue producing through a global pandemic.

For the first few years, the couple were able to keep up with all the cheese orders that came through their small online business. That all changed in February 2020 with the launch of their Therapy Box, a selection of cheeses from an Aussie cheesemaker hit hard by the bushfires.

Sam attributes his success to using Facebook LIVE as a way to engage customers through sharing cheese tasting seminars at the launch of each new Therapy Box. Sam says, "We have highly engaged followers who love interacting with us on Facebook LIVE" and this active community of cheese lovers are not just local, but overseas too.

Expecting to sell 50 Therapy Boxes, they sold over 2000 to customers across the country. When COVID-19 shut down restaurants and cafes, cheesemakers across the country reached out to see how Sam and Helen might be able to lend a hand.

And lend a hand they did. Cheese Therapy expanded their packs to feature handmade cheeses from across Australia, to support more small producers. They now employ 15 people on packing days, with five in the office, and four delivery drivers. They attribute this unprecedented and sustained growth in their business to the tools offered by Meta technologies.

Learn more at australia.fb.com

June 2020

 @cheesetherapyAU

 @cheesetherapy

3900%

Above projected sales of Cheese Therapy boxes.

25

People directly employed and supporting 15 cheese makers who employ over 200 people.

10,000

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

3000+

Viewers of Sam's Facebook LIVE cheese-tasting seminars.

 Meta