



April 13<sup>th</sup> 2021.

**Our Cow Releases one of Australia's First Customisable Organic & Grass Fed Meat Subscription service called The Exclusive Eaters Club.**

*Our Cow are changing the way consumers buy meat while providing Aussie Farmers a stable price for their livestock year round.*

Our Cow founders Dave McGiveron and Bianca Tarrant have released Australia's first 100% farmer friendly, customisable monthly meat box subscription called The Exclusive Eaters Club. Launched on Tuesday 6<sup>th</sup> April to existing subscribers and social media followers this new Exclusive Eaters club offers subscribers 100% grass fed, organic and free range meat delivered to their door each month.

Our Cow was launched just over a year ago by young Northern NSW farmers Dave and Bianca, with the aim to sell meat from their own farm to Aussie Families. *"We wanted folks in the city to be able to support Australian farmers with their meat choices year round, not just when there is drought or bushfires"* Bianca.

The business prides itself on providing Australian Farmers a stable price for their livestock year round and has seen significant growth over the last 12 months expanding their business to now include pork, chicken and lamb. The business operates out of Casino in Northern NSW and employs 10 full time staff including butchers, packers and customer service staff.

Our Cow, through the Exclusive Eaters club are offering new subscribers an amazing joining offer of \$180 worth of meat for free, distributed through their first 3 deliveries. Only 300 spots are available in this Club and they are filling quickly. The subscription service is fully flexible and totally convenient, choose your cuts that suit you and your delivery frequency. Customers can customise their box before each delivery to suit their families needs, saving time, stress and money with Our Cow's convenient free home delivery service.

The Our Cow team back their product and are also offering a 100% money back guarantee if customers are not satisfied with the quality of the product they receive. To qualify for the Exclusive Eaters club customers must build a box to the value of \$199 or more – this works out to be approx 20 meals, \$49/week or \$10 meal.

Our Cow products are healthier for customers and better for the environment, providing a sustainable way to buy meat straight from the farmer. The Our Cow product is often described as being better than restaurant quality meat, with high marbling, 100% grass fed and of the highest quality.

Why drive across town, try find a car park, hustle through the shopping centre crowds wearing your mask, purchase your meat and hope it'll be good quality.... Then make the drive home through peak hour traffic... Our Cow customers can choose from a huge selection of grass fed and organic meats online and have them delivered right to their front door in a timely manor. Customers can enjoy better than restaurant quality meat in the comfort of your own home.... In your pyjamas.

**For more information, press only:**

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For media resources including photos, videos and interviews with Our Cow founders Dave and Bianca click here <https://www.dropbox.com/sh/k5ixmw12pt42gan/AACf2rp-C3XJSknMFpUCUv71a?dl=0>

**For more information on The Exclusive Eaters club and Our Cow:**

[www.ourcow.com.au](http://www.ourcow.com.au)