

**FOR IMMEDIATE RELEASE**

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**WHITE BUFFALO**  
**LAND TRUST**

Introducing a New and Surprising Product that is Inspiring Culinary Opportunities  
and Regenerating the Planet

**Santa Barbara, Calif. (July 16, 2020)** - What if you could make the world you want from your kitchen? With White Buffalo Land Trust's new Persimmon Vinegar, you can! It is good tasting, and good for you, farmers, and the planet. And, it is just the beginning of bringing climate beneficial products to market and inspiring delicious ways they can enhance your daily diet.

Persimmon Vinegar is good for you: It has been used in Asia for centuries as a healing food, and scientific journals have written about the link between persimmon vinegar and numerous health benefits. Taking 1-2 TBSP a day supports:

- Heart Health
- Healthy Liver Function
- Healthy Digestive Function
- Skin Health
- Your Healthy Weight Management Program
- And receive the benefit of anti-aging properties linked to antioxidant effects

It's good tasting: Made with only two simple ingredients, organically grown persimmons and water, the fruit is wild fermented and aged in barrels using only traditional methods. It is a smoother and better tasting replacement for apple cider vinegar, lemon, or citrus. Our favorite recipes include salad dressings, marinades, and stir-fry. And we use it daily as the main ingredient in a wellness tonic, as a splash to liven up sparkling water, and as a mixer in craft cocktails. Check out all of our recipes and versatile uses in our [JOURNAL](#).

It's good for the planet: Persimmon trees are deep rooted and perennial, they draw carbon from the atmosphere and when managed regeneratively can help create climate stability. We work directly with farmers regenerating their land to address the planet's climate, biodiversity, and food security challenges and all sales benefit White Buffalo Land Trust, a nonprofit working to create healthy food and farming systems.

We sell online and in-store from Santa Barbara to Los Angeles at the following retailers, and are adding more each week:

- Field and Fort
- Juice Ranch
- Pacific HealthFoods
- Malibu Fig Tree Ranch
- Honey Hi
- Pence Vineyard
- Isla Vista Food Coop
- Paradise Pantry
- Red Barn
- Get Hooked (CSF)
- Plumcot Farm (CSA)
- Narrative Foods (CSA)
- Earth Matterz (CSA)
- Farm Box Collective (CSA)
- Plow to Porch (CSA)

Learn More and Follow:

[www.persimmonvinegar.com](http://www.persimmonvinegar.com)

@persimmonvinegar

[hello@persimmonvinegar.com](mailto:hello@persimmonvinegar.com)

Know a retailer who would be interested in carrying our product? Please email us at [lauren@whitebuffalolandtrust.org](mailto:lauren@whitebuffalolandtrust.org)

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**About White Buffalo Land Trust:** The Santa Barbara based 501(c)3 non-profit organization practices, develops, and promotes systems of regenerative agriculture for local, regional, and global impact. The Trust serves as a leader in Regenerative Agriculture in the Santa Barbara region and a connected hub in the growing global movement. The team of active land stewards, researchers, educators, and innovators are committed to aligning agriculture, conservation, and human development for long term ecosystem, economic, and community health.