

Sunshine Coast-based Dairy-Free Butter Business Set To Spread Globally

Sunshine Coast duo launch new product that prioritises health and environment ahead of profits

Sunshine Coast business Phyto is looking to spread the plant-based love through its dairy-free, natural butter, and show the world that real-food alternatives don't have to come with a compromise on taste or health.

The Phyto Plant Butter has created a new class of butter replacement by using real foods, avoiding nasties such as canola, rapeseed, and palm oil, and uses 13 times less water to grow and produce.

Founded and developed by Sunshine Coast locals, Ashley Jubinville (The Kitchen Coach) and Matt Weller, Phyto was created from Ashley's home kitchen and now sold in 10 Queensland independent retailers. It now looks at its potential for global expansion as Ashley joins the FLAIR Incubator program.

The FLAIR Incubator, which is led by a number of international entrepreneurs, including Ian Mason who was part of Sir Richard Brandon's not-for-profit Virgin StartUp, works with the selected female-led businesses over a four-month period and provides them with the skills and knowledge needed to grow their business on a global scale.

"Queensland has a unique opportunity to drive it's economic recovery and future growth through realising the substantial global potential of its food and agri-business sector," says Ian Mason, Entrepreneur in Residence for the FLAIR Incubator.

"Companies such as Phyto, that are developing and launching innovative, on-trend food products, will be a vital part of that recovery and I'm thrilled not only to have them in the FLAIR Incubator, but to see them raising the vital funds they need to realise their vision of creating healthier families through real alternatives to everyday processed foodstuffs."

"I am so excited that we got accepted into FLAIR! Having access to all their incredible brains, networks and support is exactly what we needed to create the impact we are seeking with Phyto," says Ashley, Phyto Co-Founder.

Ashley, who has changed the lives of more than one thousand families across the country by helping them rediscover healthy, whole foods in just a few simple steps through her business The Kitchen Coach, says health is her number one priority.

"Humans choose better when they know better, however most people don't know the signs of chronic inflammation in the body from eating certain foods. 65% of the world's population are intolerant to dairy and no one benefits from trans fats, but that's not including the un-measured number of people that would feel better if they avoided dairy and margarine, if only they knew," says Ashley.

Phyto has been in development for 12 months and has quickly progressed to the market. Now, in its next phase, the local-owned business is seeking expressions of interest from investors with a goal to become a staple brand in 10 million fridges worldwide.

FOR MORE INFORMATION ON PHYTO (www.phyto.kitchen) OR TO REQUEST AN INTERVIEW WITH ASHLEY JUBINVILLE CONTACT ANNA KANTILAFTAS ON 0419 018 993 OR [MEDIA@PHYTO.KITCHEN](mailto:media@phyto.kitchen)

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