



News Release

Président® Feta Declares a 'Président-ial Salad Ban' and Seeks First-Ever Chief Feta Officer

The brand celebrated during the viral baked feta pasta craze is back with a dream gig and a 'Président-ial Salad Ban' to inspire the next big feta moment

NEW YORK – [September 30, 2025] – Five years ago, a block of feta, some cherry tomatoes, and a TikTok recipe turned the internet upside down and sparked a nationwide “feta frenzy.” To mark the recipe’s five-year anniversary, Président® – the brand that fueled the craze with its fresh and creamy feta – is opening applications for its first Chief Feta Officer. The freelance role offers \$20,000 for the project plus \$10,000 for travel for one lucky foodie to explore the globe in search of the next big feta creation.

The catch? The next big creation can’t be a salad.

As the #1 feta brand in the U.S., Président Feta is declaring a “Président-ial Salad Ban,” challenging fans to think beyond the salad bowl and discover how versatile feta can really be. While feta pairs perfectly with greens, it also elevates [pasta](#), [sandwiches](#), [tacos](#), [dips](#), [tarts](#), and countless other dishes. By appointing its new Chief Feta Officer, Président is doubling down on its mission to free feta from stereotypes and spark the next wave of feta-fueled creativity.

Président Feta is produced and distributed in the United States by Lactalis USA, an affiliate of Lactalis, the world's largest dairy company.

“Feta is one of the world’s most versatile cheeses, yet so often it’s confined to salads,” said Karine Blake, director of marketing for the Président brand. “We’re here to change that. With the help of our soon-to-be Chief Feta Officer, we’ll show consumers just how exciting, unexpected, and delicious Président Feta can be.”

Applications for the Chief Feta Officer role are now open through October 21, 2025, at 5:00 p.m. ET at <https://president-chief-feta-officer.com/>. The position offers a \$20,000 payment along with \$10,000 for travel, inviting the Chief Feta Officer to chart their own feta-fueled adventure. Though the baked feta pasta that inspired the “feta frenzy” initially bubbled up in Finland, this search isn’t limited to one corner of Europe – the Chief Feta Officer can look far and wide, from traditional feta strongholds to unexpected culinary scenes across the globe, in pursuit of the next big feta recipe.

About Président



Président is one of the world's premier dairy brands offered by Lactalis, the world's largest dairy company. The brand was created by André Besnier, founder of Lactalis. Its roots date back to 1933 in the town of Laval, France. Président dairy products represent more than 90 years of French artisanship and tradition. In the United States, Lactalis USA markets Président specialty cheeses, butters and whipped crème in retail stores across the country.

About Lactalis USA

Lactalis USA is committed to enriching lives by producing nutritious and great-tasting dairy products. The company offers an unrivaled house of beloved dairy brands in the United States including Galbani® Italian cheeses, Président® specialty cheeses and gourmet butters, Kraft® brands in natural and grated cheeses, Breakstones® cottage cheese, ricotta and sour cream, Cracker Barrel® cheese, Black Diamond® cheddar cheese, Parmalat® milk, yogurt brands such as siggi's®, Stonyfield Organic®, Brown Cow™, Green Mountain Creamery®, Mountain High, Yoplait®, Go-Gurt®, ratio®, Oui® and Karoun®, Gopi®, Arz® and other brands in the ethnic channel.

In the United States the company has approximately 5,000 employees, with 13 manufacturing facilities located in 9 states, and corporate offices in New York City, San Fernando, Calif., Chicago, Ill., Minneapolis, Minn., Buffalo, N.Y. and Bedford, N.H. Lactalis USA is part of Lactalis Group, the world's leading dairy company, a French family business founded in 1933 in Laval, France.

For more information about Lactalis USA's divisions, visit www.lactalisamericangroup.com, www.lactalisheritagedairy.com, www.lactalisyogurtusa.com, www.midwestyogurt.com and www.karounceese.com. Follow Lactalis USA on Instagram and like us on Facebook.

###

Lactalis Media Contact:
Don Heins
Manager, U.S. Communications
don.heins@us.lactalis.com