



Building a Wellness Culture That Grows With You

The Culture Challenge

How do you maintain a unified wellness culture when your company doubles in size?

Fairlife faced disconnected wellness efforts across locations with no shared identity or values to guide employee wellbeing.

The Solution: Created the "Nourish" wellness brand with four comprehensive pillars aligned with Fairlife's nutrition mission.



LIVING THE BRAND:

Internal Culture Mirrors External Promise



The Culture Impact

"Nourish" isn't just what Fairlife does for customers—it's who they are as an employer.

Wellness transformed from an HR initiative to a core cultural value, creating authentic alignment between brand promise and employee experience.

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"Secure leadership buy-in by showing how wellness impacts employees beyond cost savings. Emphasize total wellness mindset for employee wellbeing inside and outside of work."

— Christine Chakmakjian, Director of Total Rewards

Key Success Drivers

Iterative Culture Building:

Trial, feedback, adapt—employees shaped the culture, not HR mandates.

Grassroots Leadership:

Wellness champions became culture ambassadors in each location.

Local Ownership:

Each location personalized "Nourish" while maintaining brand consistency.

Brand Integration:

"Hoofin'" Challenge connects company identity to employee wellness.

