

Rachel's  
organic



PRESS RELEASE

January 2008

**Orange and Lemon Greek Style Yogurt  
for a new luxury twist to pancakes on Shrove Tuesday!**

This month Rachel's Organic has introduced a new, deliciously rich *Orange and Lemon Greek Style* bio-live yogurt. The launch is just in time for Shrove Tuesday for a perfect indulgent and zesty complement to traditional hot pancakes.

Offering a taste of Mediterranean citrus groves, Rachel's new *Orange and Lemon Greek Style* bio-live yogurt is a rich, smooth textured, creamy yogurt infused with the fresh flavour of organic oranges and lemon.

With less than 8% fat and made with fresh organic milk and cream from some of Britain's best organic farms, Rachel's Organic new Orange and Lemon Greek Style is perfect for customers seeking nice without the naughty!

The new variety is a welcome addition to Rachel's stylish, best-selling Greek Style yogurt range, which features full-flavour Bio-Live Natural; deliciously smooth Honey and the sublime Greek Style with Coconut.

Nutritionally Rachel's Organic Greek Style provides an important source of calcium as well as natural Vitamins A and D. The product also includes health-giving bio-live cultures associated with maintaining a healthy digestive system. All Rachel's Organic yogurts are made with fresh milk plus pure, natural organic ingredients.

Available from leading UK supermarkets as well as a wide range of independent retailers and wholefoods shops. RRP is £1.85 for a 450g pot.

**ENDS**

## Editors' notes

**FOR FURTHER INFORMATION AND TO SAMPLE THIS NEW PRODUCT PLEASE CONTACT:**

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**PHOTOS:** Excellent FREE high res images available.

**SAMPLES:** We would be pleased to arrange for you to receive free samples of any Rachel's Organic products.

**VISITS:** We welcome enquiries about visits by journalists and feature writers to Rachel's Organic Dairy in Aberystwyth.

**INTERVIEWS:** We will happily arrange Rachel's Organic key personnel interviews for you - in person or by telephone.

- As Britain's first organic dairy and pioneer of branded organic dairy produce, Rachel's Organic is now the leading premium organic dairy brand in the UK. Based in Aberystwyth, West Wales, Rachel's Organic produce a wide range of award winning organic yogurts, milk, butter, rice puddings, cream and crème fraîche.
- All products are made simply using the highest quality pure organic ingredients, with no artificial colours, flavours or preservatives. Naturally high in calcium and essential vitamins, Rachel's Organic yogurts contain special bio-live cultures for digestive well-being. The complete range of delicious organic products are available from major supermarkets and independent organic food stockists throughout the UK.
- **Please visit [www.rachelsorganic.co.uk](http://www.rachelsorganic.co.uk) for more information and sign up to receive regular news and information.**
- In recognition of the company's continued commitment to provide innovative, stylish and desirable products, Rachel's Organic was recently voted one of the UK's coolest brands by experts and consumers and was awarded 'CoolBrand' status. For more information, visit [www.superbrands.uk.com](http://www.superbrands.uk.com).