

Rachel's  
organic



CONSUMER PRESS RELEASE

Today's Date: 14<sup>th</sup> April 2008

Embargoed: 14<sup>th</sup> May 2008 (to coincide with website going live)

## **WIN an eco-chic lifestyle makeover worth over £2000!**

Rachel's Organic, the leading premium organic dairy renowned for its deliciously natural taste and stylish good looks, is challenging the nation to live a more naturally stylish life!

Recently voted the UK's 'Greenest Dairy Brand', Rachel's Organic has been working with eco-chic lifestyle guru, Joanna Yarrow, to devise a Lifestyle Challenge that will encourage everyone to live a greener life - but with style!

To start living a more naturally stylish life with Rachel's Organic, simply log onto [www.callingallrachels.co.uk](http://www.callingallrachels.co.uk) To get you started, you will receive some inspiring hints and tips on living a naturally stylish life from eco-chic lifestyle guru, Joanna Yarrow.

Visitors to the site can also win an exclusive Naturally Stylish Eco-Lifestyle Makeover by Joanna – worth over £2000!

In the meantime, why not start living a naturally stylish life by trying one of Rachel's Organic's deliciously tempting products? Produced in harmony with nature itself using the highest quality pure organic ingredients, Rachel's Organic's gorgeous range of yogurts, desserts, milk, butter and crème fraiche is as good for the environment as it is for your taste buds. What's more, the stylish packaging will look great in your fridge! It doesn't get more naturally stylish than that.

**ENDS**

**Editors' notes:**

**EMBARGO...**Please note that this release is embargoed until May 14<sup>th</sup> when the [www.callingallrachels.co.uk](http://www.callingallrachels.co.uk) url will go live.

**SAVE THE DATE...** Rachel's Organic major event – celebrate National Organic Dairy Week (2-8<sup>th</sup> June 2008) at Sketch, London on Tuesday 13<sup>th</sup> May 2008.

**To ensure your invitation to this prestigious event and for any other information contact Delyth Davies on 01970 636404 / 07875 738559 or [delyth@fbagroup.co.uk](mailto:delyth@fbagroup.co.uk)**

**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.

- Joanna Yarrow, founder of sustainability company Beyond Green, is the eco chic green lifestyle guru championing natural living – with a stylish twist! She believes small adaptations to your lifestyle can make a huge difference.
- 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).