

Rachel's
organic



CONSUMER RELEASE

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Rachel's Organic Launches Nutritious New Kids Range

Nurture your kids through nature with Rachel's Organic's new Taste Explorers range

Rachel's Organic, Britain's leading organic dairy, has given its children's range a dramatic makeover available in store now!

Catering for children of all ages, Rachel's Organic has introduced two exciting new ranges – My First Yogurts, perfect for babies from 6 months old and Taste Explorers for toddlers and school-aged children.

Made simply, with care, Rachel's Organic My First Yogurts are a blend of thick, organic wholemilk yogurt and tasty fruit puree, sweetened only with organic apple juice. With no added cane sugar and free from artificial colours, flavours and preservatives, they taste great and make an ideal first yogurt for your baby.

Rachel's Organic has also got it covered for older children with the brilliant new Taste Explorers range of delicious yogurts, yogurt tubes, rice puddings, and drinking yogurts. Packed with the goodness of fresh organic milk and delicious organic fruit puree, the Taste Explorers range comes in a slightly bigger pot and more engaging flavours - ideal for your child's more adventurous taste buds!

Rachel's Organic complete range of delicious organic dairy products is available from major supermarkets and independent organic food stockists throughout the UK.

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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 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.