

Rachel's
organic



PRESS RELEASE

22 OCTOBER 2008

Rise in Style with a NEW Rachel's Organic BREAKFAST

Rachel's Organic, Britain's leading organic dairy, has introduced a tasty new BREAKFAST choice to its gorgeous range of delicious organic dairy products.

The new Rachel's Organic BREAKFAST is a delicious combination of Luscious Low Fat vanilla yogurt with a generous helping of crunchy organic granola. Simply mix the granola into the yogurt for an easy breakfast, or enjoy as a great choice for a healthy snack throughout the day.

Ideal for those on the go – whether busy mums on the school run or as an office essential - the new Rachel's Organic BREAKFAST is a deliciously convenient breakfast alternative that will ensure you start the day in the right way.

Produced in harmony with nature itself, using only the finest fresh milk sourced from some of Britain's best organic farms plus pure, natural organic ingredients, the new Rachel's Organic BREAKFAST not only tastes great, it provides an important source of calcium and natural vitamins* as well as health-giving bio-live cultures associated with maintaining a healthy digestive system. Now that really is worth getting out of bed for!

What's more, just like the rest of Rachel's Organic gorgeous range of yogurts, desserts, milk, butter and crème fraiche the new BREAKFAST not only tastes delicious, but it will also look great in your fridge!

Available from leading UK supermarkets as well as a wide range of independent retailers and wholefoods shops the new BRAKFAST range is available in 135g pots and is priced at around 99p per pot.

ENDS

Editors' notes:

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

Delyth Davies PR Account Executive **Tel:** 01970 636404; **Email:** delyth@fbagroup.co.uk

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.

- *The new BREAKFAST range is a great source of vitamins B(1 &2)
- 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.