

Rachel's  
organic



TRADE RELEASE

JUNE 2008

## **Rachel's Organic Launches Nutritious New Children's Range**

Following extensive focus group work with parents, Rachel's Organic, Britain's leading organic dairy, has given its children's range a dramatic makeover

The new look Rachel's Organic children's range now caters for children of all ages with My First Yogurts, perfect for babies from 6 months old, and Taste Explorers, ideal for toddlers and school-aged children.

The range has been developed based on feedback from nutritionally aware parents who want to be sure that their children are eating only the best and is sure to be a big hit.

Steve Clarke, Rachel's Organic Marketing Director explains: 'The feedback we received confirmed our belief that parents want to give their children the purest food possible – and that is exactly what the Rachel's Organic children's range offers.'

Indeed, 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 babies.

Rachel's Organic has also got it covered for older children with the brilliant new Taste Explorers range of delicious organic dairy including 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 toddlers and school age children who have more adventurous taste buds!

But it doesn't stop there – in an exciting departure for Rachel's Organic, the new Taste Explorers range includes real fruit Jellies! Suitable for little ones over 12 months, but perfect for children of all ages, the Taste Explorers Jellies are available in orange and blackcurrant flavours. With all the flavour of real organic fruit juice and packed full of wobbly fun, these new jellies make a delicious pudding or treat for your little Taste Explorers to enjoy!

The new range is already generating a huge amount of press interest from key consumer and parenting titles and is set to be a huge hit with parents who are keen to make the best choices for their children without making any compromises.

Stock up now!

## 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).