



PRESS RELEASE

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Rachel's Organic introduces unique **NEW Divine Desserts Range**

Rachel's Organic, Britain's leading organic dairy, has added a new range of luxury 'top hat' yogurt desserts to its wickedly tempting selection.

Made with the very best organic ingredients, the new '**Divine Desserts**' are a real treat for the taste buds. Thick and creamy organic yogurt and a portion of mouth watering Belgian milk chocolate curls, combine to create a deliciously decadent dessert that can be enjoyed after a meal, as a snack or simply a special treat!

Available in 3 flavours - **Milk Chocolate, Orange and Toffee** - the new desserts are not only a satisfyingly indulgent treat, they come with the added bonus of providing a *real* chocolate hit yet contain less than 10% fat! So now you really can enjoy the nice without the naughty!

A welcome addition to the Rachel's Organic stylish range of delicious desserts, the new range has everything you would expect from the UK's favourite organic dairy brand.

Produced in harmony with nature itself, Rachel's Organic gorgeous range of yogurts, desserts, milk, butter and crème fraiche not only taste delicious, they also look great in your fridge!

Nutritionally, Rachel's Organic yogurt provides an important source of calcium as well as natural vitamins*. It also includes health-giving bio-live cultures associated with maintaining a healthy digestive system. What's more all Rachel's Organic yogurts are made using only the finest fresh milk sourced from some of Britain's best organic farms plus pure, natural organic ingredients.

Commenting on the new desserts, Rachel's Organic Marketing Director Steve Clarke said, "Rachel's is a pioneering organic brand and we continually strive to add new indulgent products to excite consumers. It provides a real opportunity to grow the market, as consumers are actively searching out great tasting, indulgent and permissible treats."

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.

- *The new Divine Desserts range are a great source of vitamins A, E and 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.