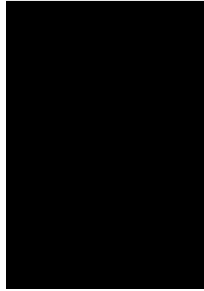


Rachel's
organic



TRADE PRESS RELEASE

19TH MARCH 2008

Rachel's Organic announces headline sponsorship of 2008 RHS Hampton Court Palace Flower Show

Rachel's Organic, Britain's leading organic dairy, has announced a major sponsorship deal with top charity Royal Horticultural Society for its 2008 Hampton Court Palace Flower Show (8-13 July 2008), the UK's biggest outdoor lifestyle event.

The partnership will see Rachel's Organic as the first ever headline sponsor of the world's largest annual flower show that is Hampton Court Palace Flower Show, sponsored by Rachel's Organic. The show, now in its 19th year, attracts some 160,000 ABC1 key visitors within Rachel's target market, of whom 67% are women. The event will drive trial and support retailers and sales of Rachel's premium organic products.

Rachel's Organic is investing substantially in marketing in 2008 both above and below the line and has always had an extensive UK show programme and presence which is key to generating trial and brand awareness. Hampton Court Show is seen as a major plank for brand awareness rising of the Rachel's organic brand.

The RHS Hampton Court Palace Flower Show is an outstanding opportunity to reach new consumers in SE England and to underline brand values by high profile sponsorship of organisation RHS whose 161,000 visitors to last year's show appreciate organic principles and lead aspirational lifestyles. Now in its 19th year, the Hampton Court Flower Show spreads over 33 acres with wide ranging exhibits and activities.

more follows >>>

2/ Rachel's Organic announces headline sponsorship of 2008 RHS Hampton Court Palace Flower Show

Announcing the sponsorship, Rachel's Organic Marketing Director Steve Clarke said, "Rachel's Organic is delighted to be the title sponsor of the prestigious Royal Horticultural Society's Hampton Court Palace Flower Show and the UK's premiere outdoor lifestyle event. It is a wonderful opportunity for Rachel's and the RHS to work together in a like-minded partnership.

"The high profile RHS Show is a great opportunity for Rachel's to engage directly with consumers and introduce newcomers to our brand and products. We shall also use the opportunity to leverage the brand, launch new products and support our retail base.

"The Hampton Court Palace Flower show attracts consumers and their families. It expresses nature at it's most stylish, with beautiful and accessible ideas for outdoor living. At Rachel's Organic, we have always been about letting nature shine through in our delicious range of organic dairy products. If you think about it, we share a lot of common values-- natural goodness, family values and stylish living."

"Rachel's Organic will be using the show to showcase a number of new products including a new look babies and children's range. These ranges will all feature prominently at Hampton Court in an extensive sampling programme of activities around the Show."

ENDS

Editors' notes:

The Hampton Court Palace Flower Show (8-13 July 2008)

7th July PRESS PREVIEW
8-9 July, RHS Privilege Days
10-13 July, public days

FOR FURTHER INFORMATION AND TO ENSURE YOUR PRESS PASS FOR RHS HAMPTON COURT AS A GUEST OF RACHEL'S ORGANIC, 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.

- 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.