



Mmm ... FOUR GREAT NEW YOGURT MULTIPACKS
First of Rachel's Organic new products for 2008!

Sumptuous, smooth, nice without the naughty, new fruits!!!
Low Fat through to Sheer Indulgence – you choose!

Rachel's Organic, Britain's leading organic dairy, has launched the first in a line of new products for 2008 with dramatic new versions of their best-selling multi-pack yogurts range - in store from March onwards!

The move follows a hugely successful year for Rachel's in 2007 that saw a major brand revamp, stylish new packaging and the endorsement of a prestigious 'Cool Brands' award! Rachel's was also voted the UK's 'Greenest Dairy Brand' in a YouGov survey.

Rachel's Organic multi-packs have now all been redeveloped with contemporary, on-trend packaging in line with the brand's 'stylish by nature' focus. The new range follows extensive consumer research and features additions of great new flavours in the popular fridge-friendly multipack format. The four new multi-packs offer luscious **low fat** as well as **more indulgent** options – all reflecting Rachel's organic dairy provenance and brand values.

Rachel's four new multi-pack include **Luscious Low Fat - Fabulous Fruits Multipack** for the health conscious who love Strawberry, Raspberry, Peach, Rhubarb yogurts – the best-loved flavours in Rachel's Big Pot (450g) range.

A second brand new offering is Rachel's Organic **Luscious Low Fat - Garden Fruits Multipack**, inspired by delicious fruits that can be grown in our own gardens. Nice without the naughty, this multi-pack features low fat yogurts with traditional, British garden staple fruits of Strawberry & Rhubarb; Raspberry & Blackberry – plus two single flavour yogurts of Blueberry and Blackcurrant - both 'purple' fruits that are widely consumed for their antioxidant properties.

Meanwhile, for consumers looking for natural organic goodness but prefer a smoother, 'no-bits' yogurt, Rachel's have created their completely new, wholemilk yogurt **Sumptuously Smooth Multipack** with mouth-watering, smoothie-inspired fruit yogurt combinations of Mango & Vanilla Strawberry & Banana; Blueberry & Raspberry; Peach & Passion Fruit. The organic fruit is pureed for an extra-smooth taste.

more follows >>>

2/ Mmm ... FOUR GREAT NEW YOGURT MULTIPACKS - First of Rachel's Organic new products for 2008!

Commenting on the new multi-packs, Rachel's Organic Marketing Director Steve Clarke said, "Rachel's is a pioneering organic brand and we continually strive to improve our products and excite consumers. People who want to make the best lifestyle decisions for themselves and their families are rightly interested in organic food quality and healthy options. At Rachel's, we want to be the premier choice for consumers who are naturally stylish in their food choices. Trials have indicated that our new multi-packs have the wow factor for taste and quality!"

Rachel's 2008 plans will see a focus on the brand's appeal to consumers opting for modern organic food, reflected in Rachel's stylish, iconic packaging design, backed by the substance of its impeccable organic provenance

The 'Stylish by Nature' theme will feature in Rachel's major advertising campaigns, as well as informing an extensive events programme throughout the UK.

This includes the celebrity endorsed campaign '**Calling ALL Rachels**' and an on-line community for ALL Rachels! Plus 'Stylish by Nature' lifestyle challenge and makeover competitions for National Organic Dairy Week (2-8th June 2008).

Rachel's Organic is also the title sponsorship of the prestigious **Royal Horticultural Society Hampton Court Palace Flower Show** (8-13th July 2008) – the UK's premier outdoor lifestyle event.

Finally, upcoming developments include a complete revamp of the Rachel's Organic children's ranges currently pipelined – so watch this space!!

ENDS

Editors' notes:

SAVE THE DATE... Rachel's Organic major event – celebrate National Organic Dairy Week (2-8th June 2008) at Sketch, London on Tuesday 13th May 2008.

To ensure your invitation to this prestigious event and for any other information contact Delyth Davies on 01970 636404 or delyth@fbagroup.co.uk

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.

- 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.