

Rachel's  
organic



TRADE RELEASE

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## **True Taste success for Rachel's Organic**

Rachel's Organic, Britain's leading organic dairy, has scooped a major award for its delicious Crème Fraiche and Traditional Divine Rice products. Adding to an impressive list of accolades, Rachel's Organic won the award for Best Dairy Product (Large Producer) at the True Taste Awards.

Rachel's Organic Crème Fraiche is one of the company's original organic dairy products and was launched in 1984! Like all Rachel's products the ever popular crème fraiche is made using only the purest organic ingredients. It is made in the dairy in Aberystwyth using locally sourced organic milk from within 75 miles of the dairy.

The Traditional Divine Rice which was launched in 2003, is made from pure, fresh organic milk and is slow cooked for an extra rich and creamy taste.

Commenting, Neil Burchell, Managing Director of Rachel's Organic said, "We are delighted to receive such a prestigious award and are proud to be promoting our fine Welsh food throughout the UK. Rachel's Organic strive to ensure the continued production of high quality products using only the finest quality ingredients by using organic milk from Welsh farms."

"We are delighted that two of our organic products have been recognised by the True Taste judges in a competition that has looked at hundreds of food items from all over Wales."

Rachel's Organic range of products is available nationwide from leading UK supermarkets as well as a wide range of independent retailers and wholefoods shops.

## 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](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).