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Vision for an Organic Ireland

– with New Products, Packaging & Partnerships from **glenisk**

Ireland's leading family-owned organic food company, Glenisk, has revealed its vision for an Organic Ireland with brand new products, exciting new packaging and the announcement of dynamic partnerships forged to promote sustainable living and a healthy planet.

New Products

Glenisk has improved the taste of its most popular organic yogurts, milks and cream while also introducing a number of new products, created with the needs of today's health and environmentally conscious families in mind. New choices in yogurt include scrumptious Blueberry and Vanilla flavours; a tasty new Kids Yogurt and a nutritionally balanced Fromage Frais range suitable for babies from six months.



Other innovative new additions include a range of low fat dessert yogurts: Chocolate Underground, Caramel Underground and Blueberry Underground feature a layer of decadent chocolate, caramel, or blueberry sauce under a delicious topping of low fat vanilla yogurt. Glenisk's popular Goats Milk Yogurt is now available in four new flavours - banana, peach, raspberry and strawberry – and can be enjoyed by all those sensitive to other milks.

Glenisk's delicious Organic Milk now comes in a 1 litre format and is available in Whole Milk, Low Fat and Skimmed Milk varieties. A new Crème Fraiche has been introduced to the range. Glenisk products are made from Irish Organic Milk, fully certified by the Irish Organic Farmers & Growers Association (IOFGA) and by the Soil Association. They contain nothing artificial and are produced without pesticides and antibiotics and are free

from preservatives and GM-ingredients.

New Packaging

Created by award winning designers Webb Scarlett DeVlam (London and Chicago), Glenisk packs are now vibrant blue and feature a new premium brand-mark and mouth-watering food photography. Multipacks provide some clever added extras for families with the inside of the packaging being used for a variety of purposes: fun quizzes and recipes appear on the Fromage Frais packs; eco trivia is covered on the Kids Yogurt packs; while a special offer and information on joining Cultivate is detailed on the adult yogurt packs. Single pots are eco friendly, made from wood from sustainably

managed forests; multi-pack sleeves are made from recycled paper-board and are fully recyclable as certified by the Forest Stewardship Council. Multipack pots are formed in the plant, using recyclable plastic.

New Partnerships

Glenisk has joined forces with Cultivate to promote a healthy, sustainable and balanced approach to living. Currently sourcing 90% of the organic milk produced on the island of Ireland, Glenisk is steadily growing its network of family farmers and pledges to increase the land farmed organically acre by acre.

Glenisk pledges to measure, report and reduce its carbon foot-



print and is committed to increasing awareness of climate change. The company's HQ is powered by Airtricity and due to be replaced by wind turbines. Other green initiatives include a strict recycling policy, using waste water efficiencies through reed beds and the conver-

sion of all company

New Website

Packed with recipes, information on organics, an organic blog, interviews with our organic farmers and exciting new activities for kids including the Have a Cow! sponsorship programme, the new-look www.glenisk.com is worth a visit. The site is also home to iMoo, (Irish Mothers of Organic) an interactive parenting forum, created by mothers for mothers and featuring advice and insights from a panel of Irish and international experts including paediatrician Dr William Sears; child psychologist David

Coleman, nutritionist Siobhán Julian, childbirth expert Tracy Donegan, and green parenting advisor and director of Cultivate, Ben Whelan.

The new Glenisk range is available now at your local supermarket or convenience store. Further information is available at www.glenisk.com.

