

P R E S S R E L E A S E

Glenisk Unveils its Vision for an Organic Ireland With New Products, Packaging & Partnerships

(Offaly, 17 September 2007) 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 brandmark 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; multipack sleeves are made from recycled paperboard 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 footprint 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 conversion of all company vehicles to bio-fuel.

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.

-ends-

For further information, photography, product samples or to arrange an interview, please contact: EWPR, Tel: 01-455 9372

Emma Walls, Tel: 087-8514 524, Email: emma.walls@ewpr.ie

Aoife McCann, Tel: 087-419 8351, Email: aoife.mccann@ewpr.ie

Note to Editors:

About Glenisk

Glenisk was established in 1987 by the Cleary family in Killeigh, Co Offaly. Glenisk converted to organic production in 1995 under the leadership of twin brothers Vincent and Brendan Cleary, both of whom combined years of experience gleaned from the European food industry with a recognition of organics' potential in the Irish dairy market. In its first year of organic production, Glenisk produced half a million pots of yogurt. 12 years later, that figure is set to increase more than fifty-fold with the same number of pots now being produced each week. Today, Glenisk is run by seven of the Cleary siblings and its workforce will number 50 this year. It continues to operate from Killeigh, where construction of a new €8.5million eco-friendly plant has been completed.

About Cultivate

Cultivate is a sustainable living and learning centre dedicated to inspiring healthy, balanced and creative cultural change. They emphasise an integral approach focused on improvements individuals can make in their own lives, in their communities and in the world. Cultivate provides the tools and facilities to support efforts to become more sustainable. Their work includes community projects to promote sustainable living and educational events including courses and workshops. Their educational programme addresses topics such as green building, renewable energy, permaculture and organic gardening, powerdown and urban planning and design. They also offer workshops on diverse topics from nutrition to composting. They are involved in major cultural events including the Convergence Sustainable Living Festival. From their centre in Dublin's Temple Bar, Cultivate supplies information and educational materials and also retails environmentally responsible products including organic foods and eco-friendly home and personal care products. Further information on Cultivate is available at www.cultivate.ie.