

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

**GLENISK LAUNCHES “STRONG WOMAN”
A delicious new range of healthy organic yogurts for women
with some surprising flavours**

(Offaly, 26 March 2008) Glenisk, the family-owned organic dairy company has introduced **Strong Woman**, an innovative range of organic yogurts, created especially for women. Strong Woman combines creamy low fat organic yogurt with healthy and healing ingredients including *Aloe Vera*, *Linseed*, *Green Tea* and *Psyllium Husk*. Brendan Cleary, Glenisk’s Director of Innovation created Strong Woman: “Aloe is not a typical yogurt ingredient but its benefits are well established and we were excited by the prospect of creating a new range that is both healthy and delicious. The final product has a wonderfully refreshing flavour and the feedback at tastings is remarkable – customers who are familiar with using aloe vera only on their skin were queuing up to tell us how much they love the taste.”

At less than 107 calories per pot, each yogurt also contains two probiotic cultures, *L.casei* and *bifidus*, to help promote digestive health. Glenisk **Strong Woman** comes in a four-pack featuring two 125g pots of *Aloe Vera & Linseed* and two 125g pots of *Green Tea & Psyllium Husk*.

Aloe Vera & Linseed is a harmonious blend of ingredients: Aloe Vera has been used for centuries for its healing and beautifying purposes while Linseed is a natural source of Omega 3, Omega 6 and Vitamin E. Omega 3 is believed to provide a range of health benefits for heart, brain and joints. Both Linseed and Aloe are linked to healthy digestion.

Green Tea & Psyllium Husk: Known for its restorative properties, Green Tea is a natural source of antioxidants, believed to help protect the body from harmful free radicals. Experts believe that antioxidants may prevent the development of illnesses including some cancers and heart disease. Psyllium Husk is a gentle natural fibre, which helps to cleanse and detoxify the body. It is also associated with healthy blood cholesterol. Psyllium Husk helps you to feel fuller for longer and stabilises blood sugar, reducing cravings and making it easier to maintain a healthy weight.

According to nutritionist Siobhan Julian, these ingredients further enhance the health benefits of Glenisk yogurts. “Low fat yogurt is an excellent source of calcium which is just one reason why dietitians recommend a yogurt a day. Worryingly, two out of three women currently develop osteoporosis in later life and adequate calcium intake can significantly lower the risk. Glenisk Strong Woman also contains two probiotic cultures which help promote intestinal health. The addition of Aloe Vera, Linseed, Green Tea and Psyllium Husk brings a host of health benefits. Add to this the fact that Strong Woman contains only organic ingredients and you have a wonderful snack – this is positive eating that promotes health and wellbeing.”

Glenisk Strong Woman is available, priced at €2.55 per pack of four, from leading supermarkets and independent retailers.

Further information on all Glenisk products is available at www.glenisk.com while Siobhan Julian’s advice columns covering a range of family nutrition topics are also online at www.glenisk.com/imoo.

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

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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, pioneering the organic dairy sector in Ireland. Working with small organic farmers on both sides of the border, the company procures 90% of the organic milk produced in Ireland and has helped many farmers with the transition from conventional agriculture. In its first year of organic production, Glenisk produced half a million pots of yogurt. Thirteen years later, that figure has increased more than fifty-fold with the same number of pots now being produced each week. Today, Glenisk is run by six of the Cleary siblings and its workforce numbers 50. It continues to operate from Killeigh, where construction of a new €8.5million eco-friendly plant has been completed. The company is the recipient of numerous awards, most recently receiving the prestigious Making a Difference award at the 2007 Bord Bia Food & Drink Industry Awards. With a committed vision of an organic Ireland, Glenisk’s philosophy is that healthy soil grows healthy food to help raise healthy families.

About Siobhán Julian

Siobhán Julian is Glenisk's consultant nutritionist and dietitian and is a member of Glenisk's iMoo (Irish Mothers of Organic) parenting panel. Passionate about good food, she believes that healthy eating transforms lives. A native of Tipperary, Siobhán comes from a farming background. Growing up on a dairy farm, she witnessed her father feed Glenisk yogurt to the calves to promote healthy digestion and prevent stomach complaints. A lifelong interest in nutrition and probiotics was born! Siobhán is a member of the Irish Nutrition & Dietetic Institute (INDI) and served as the institute's president for two years. A graduate of Trinity College, Dublin, Siobhán began her career working with patients in St Vincent's Hospital, Dublin. She then spent several years as a nutritionist in the food industry but returned to her first love, patient care, in 1999. She is now the Dietician Manager at Wexford General Hospital. Siobhán also runs her own nutrition consultation service in Wexford.