



YEO'S HELP TO MAKE THE LUNCHBOX HEALTHY AND ORGANIC

YEO – HERE'S THE PERFECT CHILDREN'S SNACK AND IT'S ORGANIC TOO

Concerned or confused about the new packed lunch and eating guidelines from the Government sponsored School Food Trust? Many mums seem to be, but now Yeo Valley Organic is ready to offer a helping hand.

It's making healthy eating for children easier with the launch of **Yeo's** – thick, creamy and fruity smooth organic yogurts in a convenient tube pack. Like its pots of children's yogurt, they are made from the best, purely natural organic ingredients and have a higher fruit content and less sugar than almost any rival tube brand.

With the Department of Education and Skills urging mums to ditch things like sweets, savoury snacks and fizzy drinks in favour of fruit, fruit based desserts, vegetables, and milk or dairy foods, there's a growing demand for tasty, healthy and convenient snacks. Many parents aren't 100% happy with some of the existing alternatives though, and are looking for food that's made without any of the gums, stabilisers, colourants, acidity regulators and other additives that are commonly listed in the ingredient panels to be found of some yogurt snacks.

Yeo Valley Organic believes that Yeo's are the answer.

“We've set out to produce the healthiest, tastiest snack on the market and think that's what we've achieved,” says Ben Cull, Yeo Valley's marketing director.



“They have more fruit and less sugar than the competition and use ingredients that are purely natural, grown without any sprays, like fertilizers, pesticides, and herbicides. There are no colourants, artificial flavourings, sweeteners or preservatives in them and they are also pro-biotic, which many doctors believe helps to maintain a healthy digestive system. Even organic milk -- which we use -- has been shown to contain higher levels of Omega 3, which aids concentration.

“Children like the Yeo concept, which they find really easy to eat and they love the taste of the fruity yogurt. We also know from our mailbag that mums have been crying out for an organic yogurt in a tube. They appreciate the convenience of the packaging but want to have it combined with an organic version that can be eaten as a snack at home or packed in a lunch box or school bag.”

With the Food Standards Agency adding to the healthy-eating debate by recently commenting that ‘lunchboxes are filled with too much fat, salt and sugar’ the way that children eat is likely to be making headlines for some time to come. Yeo Valley believe they have the perfect solution.

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FIVE IMPORTANT CHILDREN’S FOOD FACTS

- ✓ According to the School Food Trust more than a third of children aged 6-15 are overweight.
- ✓ Research by The World Health Organisation suggests that more than a quarter of children in the UK leave home for school without eating breakfast and 20% lack the recommended calcium levels vital for the development of teeth and bones.
- ✓ The School Food Trust recommends the following 4 easy changes for a better lunchbox: Change chocolate for fresh fruit; white bread sandwiches for wholemeal; crisps for yogurt; change the lunchbox content daily.



- ✓ Department of Education research shows that 65% of children go to school with a packed lunch.
- ✓ Government research suggests that the average child eats less than half of the recommended portions of fruit and vegetables a day.

Organic Yeo's are the perfect, convenient, healthy snack for anyone who wants their youngsters to start leading a better lifestyle.

Yeo's will be available in most leading supermarkets from the end of January 2007.