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WALLABY YOGURT COMPANY INTRODUCES ORGANIC WHOLE MILK KEFIR

Wallaby Organic Whole Milk Kefir boasts 13 Live and Active Kefir Cultures

Napa Valley, California (July 29, 2015) – Wallaby Yogurt Company, a family-owned producer of organic yogurt, announces the launch of its first line of Organic Whole Milk Kefir. As a leader in the organic yogurt market with its array of high-quality products, Wallaby Yogurt is excited to expand its offerings in the kefir category, adding to an already successful line of seven Organic Lowfat Kefir products.

The familiarity and awareness of kefir, which is like a drinkable yogurt with special probiotic cultures, has been on the rise recently. More and more consumers are discovering the health benefits of kefir, and the mild taste of Wallaby's kefir means they don't have to sacrifice taste to get those benefits. Whole milk is also on trend as consumers are looking to add more whole milk products to their diets.

"Since the successful launches of both our Organic Lowfat Kefir line, and our Organic Whole Milk Greek Yogurt line, we've received numerous consumer and retailer requests for Organic Whole Milk Kefir," said Ellie Wells, VP of Marketing at Wallaby Yogurt Company. "The decision to give our consumers what they wanted was easy. We're certain that both adults and children alike will enjoy the deliciously creamy and mild taste of this new product line. And not only does it taste amazing, but with 13 live and active cultures it has all the probiotic benefits of kefir as well."

As with all of the company's products, Wallaby Organic Whole Milk Kefir is made using fresh organic milk from local pasture-based family farms and premium organic fruit. In addition to being a wholesome beverage that is great on its own, kefir can also be used in smoothies or recipes.

Wallaby Organic Whole Milk Kefir is available in Strawberry, Cherry, Peach, and Plain, and comes in a 32oz bottle. The entire product line is now available nationwide in Natural and Specialty markets, with a suggested retail price of \$4.99.

About Wallaby Yogurt Company

Wallaby Yogurt Company has been producing organic yogurt in Napa Valley, California since 2001. The company was born out of an adventure that began Down Under. It was during a trip to Australia that Wallaby's founders discovered a deliciously distinctive yogurt. Convinced that Americans would love Australian-style yogurt as much as they did, they set off on a mission with one simple goal: to produce the best tasting yogurt in America. To learn more about Wallaby Yogurt Company, please visit www.WallabyYogurt.com.

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