**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Nicole Perata

Wallaby Yogurt Company

Phone: 707-553-1233

Nicole@wallabyyogurt.com

**WALLABY YOGURT COMPANY INTRODUCES ORGANIC LOWFAT KEFIR**

*Wallaby Organic Kefir boasts 12 Live and Active Kefir Cultures*

**Napa Valley, California (July 23, 2013)** – Wallaby Yogurt Company, a family-owned producer of organic yogurt, announces the launch of its first line of Organic Lowfat Kefir. As a leader in the organic yogurt market with its array of high-quality products, Wallaby Yogurt is excited to expand its offerings into the kefir category.

“We are thrilled to introduce our new line of Wallaby Organic Lowfat Kefir and to share it with consumers across the country,” said Ellie Wells, Director of Marketing at Wallaby Yogurt Company. “People are drawn to kefir for its health benefits but can find other brands to be an acquired taste, not immediately appealing. That’s why we focused on making ours a *great tasting* product, a treat for the palate, like a light smoothie. The bonus is that Wallaby’s Organic Lowfat Kefir features twelve different strains of live and active kefir cultures, premium fruit, and organic milk from pasture-based family farms.”

Kefir is a probiotic milk beverage that contains a variety of live and active cultures, and has long been associated with different health benefits. What was once a niche market in the United States, kefir has been growing in popularity as consumers become more aware of this cultured milk beverage.

Wallaby Organic Lowfat Kefir provides consumers with a smooth, creamy, and satisfying beverage that is great on its own, and can also be used in smoothies and recipes. Wallaby Organic Kefir is made using fresh organic milk from local pasture-based family farms and premium blended organic fruit. The remarkably creamy and mild taste of Wallaby Organic Lowfat Kefir is sure to attract both new and existing kefir consumers.

Wallaby Organic Lowfat Kefir comes in four different flavors, all in 32oz bottles. Flavors include Blueberry, Strawberry, Vanilla, and a traditional Plain, which contains two wonderfully pure and simple ingredients: premium organic milk and a blend of 12 traditional live and active kefir cultures. The entire product line is now available nationwide in Whole Foods Market, with a suggested retail price of $4.29.

**About Wallaby Yogurt Company**

Wallaby Yogurt Company is a family-owned business that 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 chanced across 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](http://www.WallabyYogurt.com).

# # #