



Mueslis that make a world of difference

A bowl of muesli is one of the healthiest starts you can have to your day, but now you can help more than just your health at the breakfast table.

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Leading fair trade organisation Traidcraft has teamed up with Alara Wholefoods to create a new range of fair trade mueslis.

Alara Wholefoods has been one of the country's most socially conscious and innovative cereal manufacturers for over 30 years and, in partnership with Traidcraft, they are about to launch the 'GeoMuesli' range.

The new range, which has three fantastic flavours - Mixed Berry, Fruit & Nut, and Exotic Fruit, is an extension of Traidcraft's best-selling Fairtrade Geobar range, which was launched 10 years ago. The muesli will be launched at the world's most important trade show for the food industry, the ANUGA trade show (10th-14th October) and will then be available for listings.

Traidcraft's GeoMuesli range are made from delicious global mixes of fair trade ingredients sourced from seven countries and across three continents. Succulent Chilean flame raisins and South African raisins combine with an array of tropical fruits to make the Exotic Muesli.

Wild almonds harvested in the mountains of Pakistan combine with chunky fair trade Brazil nuts and Chilean and South African flame raisins to make a perfectly balanced Fruit & Nut.

Mixed Berries is a lighter style muesli made with honey infused blueberries and flame raisins both from Chile combined with Indian sourced rice crispies.

All three recipes have a base of British oat and wheat cereals to provide a well balanced and nutritious muesli.

The new muesli range is not only Fairtrade but also good for the environment too! As the first food company in the UK to go zero waste, absolutely nothing at Alara is thrown away, but instead is recycled in one way or another. Likewise the packaging on the new 'Geo' range is recyclable, and the environmentally friendly design earned it a runners-up spot at the prestigious Natural & Organic Awards 2009; it is packaged in recyclable boxing (cardboard from sustainable resources) and a bag made of Super-ECO film – completely biodegradable within 18 months.

For more information on how to become a stockist please visit www.alara.co.uk or contact Armelle Sapelier Armelle@alara.co.uk

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Notes to editors

Alara's aim is to always develop a cereal product that meets the needs and wants of their customers. Their other ranges include Into the Garden, Traditional (containing Gluten Free and Fairtrade varieties) OT (organic porridge with Chocolate, Strawberry or Vanilla), and the Of the Earth Superfoods range (including the likes of Goji berries and organic yacon).

Traidcraft has been leading the way in Fair Trade for thirty years working directly with producers and providing partnership and support across over 30 countries. They've worked closely with leading Organic and Fair Trade muesli specialists Alara to create this exciting new range of breakfast cereals.

Traidcraft's unique structure - a trading company and a development charity working together - gives them a distinctive perspective on how trade can be made to work for the poor. It also gives them opportunities to influence opinion and behaviour in the charitable, business and public sectors.

For press information and images please contact edinett@newchaptermarketing.co.uk

For more information on Traidcraft please visit www.traidcraft.co.uk.