

Traidcraft offers paradise – in a snack pack

A new dried fruit snack has been added to the menu on offer from leading fair trade organisation Traidcraft.

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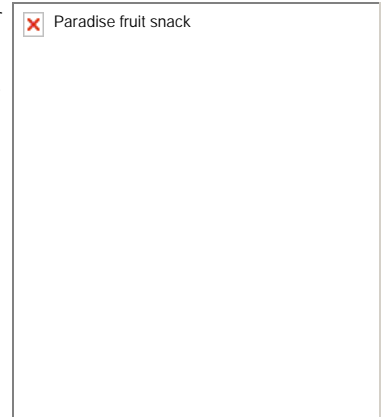
The Paradise Mix contains kiwi, banana and guava and would make a healthy and exotic addition to any lunch box or a handy snack for people on the go.

Each 40gm bag is 100% pure fruit with no added sugar, and at just 54 pence a bag it is also a cost effective way of getting at least one daily portion of fruit.

The South African fruit is dried and hand-packed by employees of the Rainbow Fruit Company. As a locally-owned company which pays better than average wages to its workers, buying from them means that most of the money stays in the developing world and customers can feel good about their ethical snack.

So Traidcraft customers can help to secure the future of the farmers and their families - whilst enjoying a bit of paradise and watching their waistlines!

- Ends -



Editors' Notes

- Traidcraft paradise Fruit Mix is available from Traidcraft by mail-order (0845 330 8900) and online at www.traidcraftshop.co.uk £5.40 for ten 40 gm bags (item 47976).
- Just half a bag of the mix is one portion of the "five a day" servings of fruit and vegetables suggested for a healthy lifestyle by the UK Department of Health - see www.5aday.nhs.uk
- All Traidcraft products are available direct from www.traidcraftshop.co.uk or by mail order on 0845 330 8900.
- High resolution images are available of all our products by return.
- Samples can be sent of most items for use in photo shoots or taste tests but may take 1-2 days for delivery.
- For further media information contact: frances.winn@coolbluebrand.com or june.kelly@coolbluebrand.com or telephone 01642 351011.