

Got an interesting news story you think Natural Products should feature? Email editor@naturalproductsonline.co.uk and the story could make it in to the magazine.

Rebel with a cause

Y-founded food brand Rebel Kitchen has kicked off launch of its product with dairy-free drinks children aged three over. The Mylks are lactose-free, and those on a lactose-free. Made from a blend of milk and pure spring from Somerset, the first to launch is Choco which is made with cocoa and a touch of date nectar. Banana and Orange Choc varieties will follow, the company says.

Tamara Arbib, the brand's founder, was inspired to launch the company by her frustration with the lack of wholesome products that appealed to children and also satisfied their cravings in a healthy way. "Consumers are waking up and realizing that health needs to be a proactive choice and an absolute necessity for all. We believe that eating the right nutritional foods is the best form of preventative medicine," she explains.

Rebel Kitchen plans to extend its 'positive snacking' range in the near future.



Redbush Tea Company helps villages in Namibia

In 2011, the Redbush Tea Company has been working towards a sustainable future for the San Bushmen of Namibia, and this year two more villages in the Nyae Nyae Conservancy will have access to a reliable source of water thanks to the company's ongoing efforts. The special raised water tanks have been funded from the profits of a 2013 exhibition of Bushman art – Colours of the Kalahari – organized by the company along with the Namibian Tourism Board. The Redbush Tea Company is extending the campaign in 2014 through an advertisement promotion which

aims to raise enough money to provide another five villages with water tanks. The special promotional packs will be in store in February, with 2p from every pack going towards the fund.

"It costs around £2,000 to buy and install each 10,000-litre tank," explains Marie Heyes, the company's director. "On cloudy days, when solar-powered pumps won't work, these vital tanks make it possible for villagers to continue feeding themselves and their livestock, and to water their crops."

The company has raised over £100,000 to help preserve this vanishing culture.



Nairn's celebrates two new arrivals



NAIRN'S Oatcakes has launched two new products, one of which is the UK's first branded plain gluten-free cracker.

"Research showed us that those following a gluten-free diet felt the market was missing a plain gluten-free cracker. We're very excited to introduce the first one and feel it complements the rest of the range perfectly," says Lucy Holroyd, head of marketing.

The Gluten Free Wholegrain Cracker comes in handy pouch packs and is great for a high fibre on-the-go snack, packed with wholegrain oats.

The other new product is the Chocolate Chip flavour

Gluten Free Biscuit Break that joins the two other varieties in the range – Oats & Syrup and Fruit & Oats. The biscuits are also packed in convenient pouch packs and are perfect for chocolate-loving coeliacs. At 47 calories a biscuit, they are a great guilt-free as well as gluten-free snacking option.

Dr Chris Steele, resident doctor from This Morning, himself a coeliac, commented: "It can be incredibly hard to find great tasting, healthy gluten-free snacks," adding, "Nairn's Biscuit Breaks are perfect – to hear there is now a chocolate chip version is great news for the chocoholics in the gluten-free community."

And nothing but the veg...

NEW FROM The Premium Snack Company comes the Nothing But range, claimed to be the first range of UK snacks to contain freeze-dried vegetables.

The offer comprises three flavours: Sliced Beetroot & Parsnip, Pea & Sweetcorn and Mange Tout & Red Pepper. Each pack of the low-calorie snacks – which contain no added salt, sugar, fat or preservatives – represents one of the recommended five-a-day.

"The freeze-dried fruit and vegetable snack market is well established in the USA and Asia, and we feel the time is now right to lead the development in the market in the UK," says David Street, commercial development manager, The Premium



Snack Company. "The UK consumer will try a new snack if it looks interesting and different, and we feel that the combination of vegetables that we have used in our range, combined with their 'real vegetable taste', will appeal to people who are looking for healthy alternative snacks containing 100% natural ingredients."

COMPANY NEWS IN BRIEF

CHILDREN'S characters are increasingly being used to make vitamins more appealing to kids, with the range of Peppa Pig-branded supplements from DTP Europe being expanded with new character-shaped Omega 3, 6, 9 supplements, and vitamin-enriched spring water drinks – Moshlings Magic Water – based on Moshi Monsters, being launched by The Gourmet Water Co.

TERRA Rossa has launched three authentic fresh mezze treats: Houmous, Lebny and Baba Ganoush. The dips are freshly prepared and keep for up to two weeks in the fridge. They come either ready-topped – with, for example Dukka Harissa Salsa, Aubergine & Tomato Relish or Zaatar & Pine Nut Sauce – in 190g tubs or plain in 1kg tubs.

URBANVEDA Ayurvedic skincare range is now stocked by 50 Holland & Barrett stores. The brand launched in October 2013 but up until now the range was only available via the company's website. The products contain natural botanicals and all packaging is recyclable.

WITH the popularity of coconut oil still on the rise, Professional rugby player James Haskell has launched Tagaloe – touted to be the UK's first organic virgin coconut oil – under his Bodyfire nutrition range.

NATURAL sensitive skincare brand Pai Skincare has been awarded the EEF Export Development Award for 2013. 50% of Pai Skincare's business now comes from export. Founder Sarah Brown says: "It's fantastic to have our efforts recognized by EEF which is synonymous with rewarding manufacturing excellence."