



Green Bay Harvest Ltd
38 Glisson Rd
Cambridge
CB1 0DS
www.greenbayharvest.co.uk

PRESS RELEASE

Contact: Jo Glass
jo.glass@greenbayharvest.co.uk
Phone: +44 1223 361-934
Fax: +44 1223 361-938

FOR RELEASE
9 A.M. BST, October 06, 2007

**GREEN BAY HARVEST LAUNCHES APPMELLA, A 100% ORGANIC-
CERTIFIED APPLE CIDER VINEGAR, BLENDED WITH 10+ACTIVE
MANUKA HONEY**

OCTOBER 06, 2007, LONDON, UNITED KINGDOM: Green Bay Harvest Ltd. Today expanded its range of organic functional foods with the launch at CamExpo07 of Appmella, its 100% Organic - Certified Apple Cider Vinegar, blended with 10+ Active Manuka Honey.

The launch is part of Green Bay's strategy to expand its 'Sweet Remedy' range. All products in its 'Sweet Remedy' range use high activity manuka honey sourced from named organic-certified estates in the South Island of New Zealand.

~ MORE ~

**GREEN BAY HARVEST LAUNCHES APPMELLA RANGE OF ORGANIC
CERTIFIED APPLE CIDER VINEGAR WITH 10+ MANUKA HONEY**

Page 2

Announcing the Appmella launch, Green Bay founder Jo Glass, commented: "Traditional remedies are being rediscovered by consumers who are seeking to maintain and improve upon their existing healthy lifestyles by eating more natural foods with excellent nutritional values and health-giving properties."

"Our Appmella product is a natural response to this trend. It is a perfect blend of two traditional remedies - honey and vinegar - both of which have a strong following amongst CAM practitioners. The product costs £7.95 + VAT and comes in a 500 ml glass bottle (pack shot below).

The blend of all-organic ingredients contains 25% 10+ active manuka honey, 5% Kamahi and Clover Honey and 70% apple cider vinegar. The vinegar neutralizes food acids and helps to balance the body's pH levels. Many thousands of people take cider vinegar every day, because they find it can help alleviate the symptoms of arthritis and joint pain. The 10+ manuka honey, which has potent anti-bacterial qualities well-documented in clinical studies, balances the acidity of the

~ MORE ~

**GREEN BAY HARVEST LAUNCHES APPMELLA RANGE OF ORGANIC
CERTIFIED APPLE CIDER VINEGAR WITH 10+ MANUKA HONEY**

Page 3

vinegar with a natural sweetness which extends the possible uses of Appmella as both a drink and condiment."

Drawing attention to its organic certification by the Soil Association, Jo Glass said: "Organic food is not 'just a lifestyle choice' or a 'tick-the-box' claim on a product label, the honey and apples are from organic certified producers and the organic-certified production process is absolutely key to the taste and properties of this remedy, which is frequently recommended to alleviate joint pain. The vinegar is slowly and naturally fermented over a period of six-months. Unlike many non-organic products, it contains no added colour, chemicals or preservatives. Compared to the highly processed clear vinegars we have all become accustomed to buying in the U.K., the presence of some sediment cloud or 'mother of vinegar' is actually a sign that it contains unfiltered and unpasteurized raw goodness (i.e. natural pectin, trace minerals, 'good' bacteria and enzymes)."

"Organic-certified manuka honey is equally important. For example, honey should not be heated over 40°C. This makes it

~ MORE ~

**GREEN BAY HARVEST LAUNCHES APPMELLA RANGE OF ORGANIC
CERTIFIED APPLE CIDER VINEGAR WITH 10+ MANUKA HONEY**

Page 4

harder to process but prevents it from being denatured. Nor do we buy non-organic honey from hives that may have been treated with chemicals to control pests and parasites like wax moth and the varroa mite. Again this message hasn't been widely circulated to food consumers. Why would anyone knowingly choose to consume high-activity honey that has been overheated and / or sprayed with chemicals? It contradicts the point of buying high activity honey for health benefits in the first place."

"So it's the blend and the organic properties that make this product unique within its category. It is an invigorating pick-me up-with a tasty zing. We recommend mixing it with water or ginger cordial for a refreshing drink or using it as a dressing over warm salads or rice."

Green Bay was founded by Jo Glass in 2005 when she found it difficult to find nutritious and unprocessed foods to feed a family of six - without it costing the earth.

~ MORE ~

**GREEN BAY HARVEST LAUNCHES APPMELLA RANGE OF ORGANIC
CERTIFIED APPLE CIDER VINEGAR WITH 10+ MANUKA HONEY**

Page 5

Green Bay co-develops and markets distinctive foods with remarkable nutritional and health properties. Based in Cambridge, U.K., products are sourced directly from organic-certified growers, principally through family relationships in New Zealand. Because some of its relationships with the organic community span 30 years, Green Bay is well placed to buy from people who really care about sustainable practices and producing great food.

Green Bay Products are all certified by the Soil Association. Processing of the raw foods, where necessary, is minimized and also certified-organic. Green Bay aims to continuously minimize, re-use and recycle packaging and our practices are audited and certified by the Soil Association. Products are shipped by sea.

It remains a family owned business with nine family members working in it on a part-time or full-time basis. The business has grown beyond its initial goals, which have now been re-set: - 'to make remarkable natural foods more available and affordable for everyone ... for a naturally healthier life.'

~ MORE ~

**GREEN BAY HARVEST LAUNCHES APPMELLA RANGE OF ORGANIC
CERTIFIED APPLE CIDER VINEGAR WITH 10+ MANUKA HONEY**

Page 6

Press Release and Photos available for download at

www.greenbayharvest.co.uk/media



Green Bay Harvest Founder, Jo Glass



New Product launched at CamExpo Oct. 6, 2007
Appmella - 100% certified organic Apple Cider Vinegar blended with 10+ Active
Manuka Honey.

500 ml £7.95 + VAT

-End-