



For Immediate Release
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Introducing Noosa Yoghurt – Company Launches In Colorado

New Uniquely Thick & Velvety Yoghurt Introduces Australian Culture to Rocky Mountain Region

BOULDER, Colo. (Jan. 26, 2010) – Noosa Yoghurt, an emerging Colorado-based natural yoghurt company, announced today on Australia Day its introduction into the regional marketplace, with four flavors of uniquely thick fine yoghurt that is now available across Colorado at all Whole Foods Market stores and through Morning Fresh Dairy home delivery.

A uniquely thick and velvety, 100% natural yoghurt with a distinctively sweet and tangy flavor, Noosa Yoghurt was born when Australian natives Koel Thomae, Dennis Teichmann and brothers Paul and Grant Mathewson, partnered up with Rob Graves, the owner of Northern Colorado-based Morning Fresh Dairy. Teichmann and the Mathewson brothers moved to Colorado (and brought their proprietary recipe with them) when Boulder, Colo.-based natural foods veteran Thomae contacted them about a trans-continental partnership after she tasted their Queensland Yoghurt during a visit to her home country.

“We are absolutely thrilled to launch Noosa Yoghurt in Colorado,” said Thomae, co-founder of Noosa. “Ever since I first tasted this yoghurt in Australia, it has been my dream to utilize my natural foods background and introduce the yoghurt to my friends here in Colorado. Now, with the help of my amazing partners, Noosa is here and tastes even better using local Morning Fresh milk. We are poised to have an amazing 2010, as Paul, Grant and Dennis are all production and packaging experts. In addition, Rob and his Morning Fresh dairy manager Matt Lucas, bring invaluable insights on the dairy industry. I’m totally indebted to them for their expertise.”

Made with 100% natural ingredients, Noosa is available at all Colorado Whole Foods Market stores in eight-ounce containers and four flavors: Honey, Blueberry, Mango, and Raspberry. For Northern Colorado consumers in the Morning Fresh Dairy delivery area, Noosa is also available in 16-ounce containers in Honey, Mango, and Raspberry.

About Noosa:

Founded in late 2009 in Colorado, Noosa Yoghurt produces uniquely thick and velvety, 100% natural yoghurt, with a distinctively sweet and tangy flavor. Named for the small coastal Queensland town where the yoghurt recipe originated, Noosa is made with only the finest ingredients, including whole, creamy Morning Fresh Dairy milk from cows who graze on local pasture and are never treated with artificial hormones; Colorado-made Clover honey from Beyond The Hive; and fresh fruit purees. Noosa is available at all Colorado Whole Foods Market stores and in Northern Colorado through Morning Fresh Dairy home delivery. Available in eight-ounce containers in Honey, Blueberry, Mango, and Raspberry flavors, and in 16-ounce containers in Honey, Mango, and Raspberry. For more information, visit www.NoosaYoghurt.com.

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