

# New products

## Breaking ground for breakfast

Fair Cape Dairies has recently launched a new breakfast in South Africa. Made with the goodness of Fair Cape Free Range™ milk and South Africa's number one breakfast cereal, Weet-Bix, Fair Cape Free Range™ Weet-Bix Yoghurt is available in three delicious fruity flavours peach and apricot, strawberry and litchi, and cranberry.

The yoghurt is low in fat and high in fibre, essential vitamins and iron, providing a powerful breakfast boost and making it easier for moms to ensure that their family gets a perfect start to the day.

Fair Cape Dairies  
new breakfast  
yoghurt range



## Endorsed by Cansa

Fair Cape Free Range™ Weet-Bix Yoghurt carries the Cansa Smart Choice logo recognising it as a smart choice in the fight against cancer. It also carries the Heart Mark, which means it is a superhealthy and convenient breakfast on the go.

Fair Cape is the first dairy in South Africa to offer genuine Fair Cape Free Range™ dairy products, promising unequalled cow comfort, animal wellbeing and environmentally friendly production processes.

## Cows fed on natural products

Fair Cape cows are fed only natural products with no animal by-products or added hormones, ensuring that the milk is 100% natural. The cows live in spacious surroundings and can choose between basking in the sun or lazing in the shade. They receive daily health checkups and medical care is always available. At the same time, every effort is taken to ensure minimum impact on the environment – Fair Cape has recycling practices and measures in place to prevent harm to natural systems.

The striking packaging was designed by Contrast Design. The 175 g tubs are manufactured by Polyoak and the 1 kg tubs by Marcom. The foil lidding for the 175 g tubs are manufactured by Aluminium Foil Converters and the PS Sheeting for the 6-pack lidding is manufactured by Huhtamaki.

Fair Cape Free Range™ Weet-Bix Yoghurt is now available in supermarkets and convenience stores nationwide at approximately R10,99 for a 6-pack of 100 g yoghurts and R16,99 for a 1 kg tub. The 175 g tubs will be available as from October 2010.

Fair Cape products are available at Shoprite, Checkers, Spar, OK, Fruit & Veg City, Pick n Pay Hyper Ottery and Brackenfell and selected Pick n Pay stores in Gauteng. For more information, visit [www.faircape.com](http://www.faircape.com) **M&J**