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PRESS RELEASE

New products in the Napapiiri Organics range from Finland.

Several new products from the Napapiiri Organics brand will be launched to the international market this spring. The Sea Buckthorn and Wild Bilberry flavored Oatmeal from Helsinki Mills Ltd, The Bilberry Kissel Dessert from Finnamyl Ltd and the range of Cold Pressed Berry Juices from Greenfinn's Ltd will be presented at the BioFach exhibition next week. BioFach is the most important international exhibition for organic products and it is held in Nuerenberg, Germany next week (19th - 22nd February 2009).

Napapiiri Organics is a joint brand that was developed in the Organic Food Finland group. The brand was developed for the international market and the range consists of organic quality products from Finland. The main target markets are in Europe and Asia. The joint brand underlines pure, authentic and wild nature and the special arctic conditions of the north which are considered strengths of Finnish origin. Also the true connection to the nature that the Finns and people of the north still have with the old ageless wisdom are present in the Napapiiri Organics brand image.

The Sea Buckthorn and Wild Bilberry flavored Oatmeal produced by Helsinki Mills Ltd is a tasty and nutritious meal that encompasses the benefits of oats and berries. The portion bags of the Napapiiri Organics Oatmeal offer an easy and fast way of preparing the oatmeal by just mixing the portion bag with hot water.

A delicious Finnish style berry snack or dessert can easily be prepared from the Bilberry Kissel portion bag from Finnamyl Ltd. "Kissel" is a traditional Finnish dessert which is well known also in the other Nordic countries and Russia. It combines high energy content and the delicious taste of berries. The Kissel powder portion bag is easy to take with you anywhere and fast to prepare.

Greenfinn's produces the Napapiiri Organics range of juices with cold pressing which enables them to preserve as much as possible of the beneficial properties of the berries. The 100% cold pressed juices from Sea Buckthorn, Wild Bilberry, Mountain Cranberry, Wild Cranberry and Black Currant create a tasty and healthy range of juices.

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