



Lowell International Foods Debuts New Creamy, European-Style Yogurts at The Fancy Food Show in New York City

A Spoonful of Healthy Indulgence for Every Day, Every Moment

NEW YORK, June 28, 2009—Lowell International Foods, a premium specialty food importer and producer, today announces the launch of their new Lowell European Classic™ Yogurts during the Fancy Food Show in New York on June 28-30, 2009. These active live-culture yogurts, available in both non-fat and whole milk, are distinctively creamy and made using an exclusive European recipe that took two years to develop. They uniquely bring together select fruits sourced in Europe with farm fresh milk from Wisconsin, the heart of America's dairyland. The eight vibrant fruit flavors include black currant, plum, strawberry, raspberry, peach, blueberry, vanilla and cherry. A whole milk plain yogurt is available as well. The company is also introducing a Multi Grain™ version in six fruit flavors—apple/pear, prune, strawberry, apricot, raspberry and peach. All natural, the three lines of yogurt are free of artificial flavors, colors and preservatives.

“Our Lowell European Classic™ Yogurts bring a spoonful of healthy indulgence to the American consumer. We make no compromises on quality and flavor, while still producing a naturally creamy, healthful product,” said Conrad J. Lowell, President & CEO, Lowell International Foods. “We are excited to introduce our wholesome yogurts that honestly capture the best of what nature has to offer and delight the palate.”

These European-style yogurts, which will retail at a suggested price of \$1.49/six-ounce container, appeal to everyone, from dieters seeking a natural snack to athletes looking for a nutritional boost before or after their workouts. Perfect for a mid-morning pick-me-up, the yogurts are a healthful alternative to the standard coffee break diet-busters and are suitable for lunchboxes and after-school snacks. The heartier Multi Grain™ version is satisfying as a light breakfast on the go.

All of the Lowell European-style yogurts are probiotic and made with active live-cultures, including *Bifidobacterium bifidum* and *Lactobacillus casei*, which both support immunity and healthy digestion. These European cultures also give Lowell yogurts their pleasing tanginess and velvety texture.

ABOUT LOWELL INTERNATIONAL FOODS:

Headquartered in Franklin Park, Ill., Lowell International Foods is a premium specialty food importer and producer. The company, which was founded in 1993, markets 2,500 products from Europe and sells 300 items under its Lowell label. Its business philosophy is to exclusively carry and produce “best of category” items. Led by entrepreneur Conrad J. Lowell, the company recently launched its premium line of Lowell European Classic™ Yogurts that brings the creamy texture and vibrant, natural fruit flavors of European-style yogurt to the American consumer. Lowell International Foods is a wholly-owned subsidiary of Lowell International Co. For more information, please visit www.lowelldairy.com.