

Dairy-Free Coconut Milk Kefir Coming to a Store Near You

Eugene, OR - Probiotic Beverage a Tasty Way to Maintain Healthy Immune and Digestive Systems - From the maker of America's most popular dairy-free foods comes the world's first kefir made with coconut milk. In June 2009, Turtle Mountain launched So Delicious® Coconut Milk Kefir - a unique probiotic beverage designed to give consumers the health benefits of coconut milk and kefir all in one. Kefir is typically made from cow's milk that is fermented with kefir cultures. It is similar in taste and texture to drinkable yogurt. Originating over 2000 years ago, kefir has established a long list of health benefits, such as:

- Enhancing the immune system.
- Stimulating digestion.
- Controlling the spread of harmful yeast overgrowth.
- Lowering cholesterol.
- Protecting against cancer.

Probiotics are beneficial bacteria which flourish in the body while hindering the growth of harmful microorganisms. So Delicious® Coconut Milk Kefir contains 10 live and active bacteria. Several strains of these bacteria, such as Lactobacillus, have a proven ability to promote gastrointestinal functions, increase immunity and help prevent the development of cancer-causing toxins in the body.

Made from imported coconut milk, So Delicious® Kefir is also rich in medium chain fatty acids (MCFAs) which are recognized for their unique health benefits, such as:

- Protecting against heart disease, cancer and other degenerative diseases.
- Helping those with digestive diseases.
- Providing energy to the body instead of being stored as fat.
- Offering antiviral/antimicrobial properties that strengthen the immune system and enhance intestinal health.

Coconut milk gives the drink a clean, slightly sweet taste and creamy mouth feel. "The taste and versatility of coconut milk make it an excellent base ingredient," says John Tucker, Vice President of Marketing and Technology. "From kefir to ice cream to yogurt, coconut milk gives these products a distinctive taste with health properties you won't get from any other source."

Naturally cholesterol free and made without soy, gluten or dairy, the beverage is packaged in recyclable plastic containers and available in: original, vanilla and strawberry. Suggested Retail Price for So Delicious® Coconut Milk Kefir is \$4.49 per quart and is available nationally at Whole Foods Markets and other natural food retailers.

About Turtle Mountain, LLC

Based in Eugene, Oregon since 1990, privately held Turtle Mountain provides consumers with healthier alternatives to dairy-based frozen desserts. All products are 100% plant based and no artificial sweeteners, trans-fats or hydrogenated oils, and most are made with certified organic ingredients. Turtle Mountain sells its products under the brands So Delicious® and Purely Decadent®. For full product offerings and complete nutritional information, please visit: www.TurtleMountain.com.