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Immergruen Ltd.

exclusive distributor of Neuner's for the UK & Ireland

6 Cheverells House
Markyate, St. Albans
AL3 8BH
United Kingdom

www.immergruen.co.uk

Press Contact: Karin Feldinger

Please contact us for images!

Email: karin@immergruen.co.uk

Phone: +44(0)1582 840467

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Neuner's organic Nursing tea wins 'Best Breastfeeding Tea' award!

Neuner's organic Nursing tea and Baby Stomach Ease have won 4 TIPS awards, including Best Breastfeeding Tea, Best of the Best, Best organic and Best Range.

The TIPS Awards Scheme carries out independent tests for the baby and toddler market in the UK. Six herbal teas were selected for the trial 'Tea4Mums' and tested within three categories: 4 breastfeeding teas, 3 maternity teas and 1 postnatal tea. 60 samples, supplied by 3 manufacturers were sent to 30 mums-to-be and breastfeeding mums. The aim was to set up a standard TIPS trial for breastfeeding teas and of teas suitable for using during pregnancy. Details of the test can be found on the TIPS Limited website:

http://www.tipslimited.co.uk/index.php?option=com_content&view=article&id=184&Itemid=432

Sharon Trotter, founder of TIPS, about this trial:

"When setting up this trial, I tried to source what I believed to be the best breastfeeding and pregnancy teas, but ultimately these are my own personal favourites. My criteria for this trial were to include teas that are:

- caffeine free
- made using natural ingredients, preferably organic
- blended to provide a tasty and refreshing alternative to tea and coffee
- are safe to use during pregnancy or while breastfeeding
- help with some minor ailments of pregnancy or boost your milk supply while breastfeeding

Neuner's organic Nursing tea was the clear winner in the category breastfeeding tea. Parent Testers were particularly impressed by the delicate taste and smell, the clear images, information on the packing and online, and by the organic ingredients. Parent Testers noticed a definite improvement to their milk supply. They also mentioned that their baby was less windy. As a result of this positive feedback Neuner's Organic Nursing Tea won not one but two awards, including 'Best of the Best' and 'Best Breastfeeding Tea'!

Neuner' Baby Stomach Ease was tested in two categories: breastfeeding tea and tea for pregnant mothers and was voted Best Organic in both categories. Parent tester appreciated the fact that it was also suitable for babies. This is what one of the testing mothers said: 'It felt very pleasant to drink with a nice calm feel to it'. When asked if this tea helped with their baby's digestive symptoms 75 per cent of Parent Testers agreed it did.

Because of the outstanding results both teas were voted 'Best Range' as well.

With five generations' worth of experience blending organic herbs and tried and tested family recipes, Neuner's had the edge over their competition. Neuner's is based in the stunning countryside amid the mountains of Tyrol, Austria. Their philosophy that prevention is better than cure fits well with the hands-on approach of this family-run company.

Stephanie Neuner, Director of Neuner about this trial: "We are very happy about the results and that we are able to offer our wide range of herbal teas in the UK now too."

Immergruen is the exclusive distributor of Neuner's within the UK & Ireland and is run by Karin Feldinger: "When I moved to the UK from Austria I was astonished that I couldn't find any breastfeeding tea and thus Immergruen was born. I selected Neuner's because of their provenance. Their knowledge exceeds all others in their field and they have received awards from the Austrian government for the pioneering work they have done. The UK TIPS awards proof their outstanding quality once more and that mothers want to have only the very best for them and their baby."

Neuner's herbal tea range is available in about 50 health food shops and pharmacies across the UK

and online: www.immergruen.co.uk

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