

Fair Cape Dairies wins at Global Food Industry Awards

During the 2012 World Dairy Congress, held in Cape Town, the Global Food Industry Awards, a competition hosted by the International Union of Food Science and Technology took place at the Ntida Wine Estate in Durbanville on Monday 12 November 2012.



Fair Cape Dairies was announced as a winner in the 'Communicating Science Related Knowledge' for the Rooiboost Low Fat drinking yoghurt shots. This award judges the product based on the company's ability to communicate science related knowledge to consumers, aimed at improving their lifestyle.

Research studies by CANSA have shown that drinking six cups of rooibos tea a day increases the body's natural cancer fighting anti-oxidant, called glutathione, by 60-80% and thus helps the body to fight off cancer. However, drinking six cups of tea a day is no mean feat, therefore the company developed Rooiboost, which has six cups worth of Rooibos in one 100 ml shot.

Studies have also shown that the daily intake of Rooiboost can help to decrease cholesterol, protect the liver, maintain healthy teeth and bones as well as support healthy skin and ease numerous skin diseases.

"This is a magnificent achievement and further encourages us to continue to strive towards being better than world class," says Louis Loubser, Fair Cape Dairies marketing director.

For more information, go to www.faircape.com.