DR ZAK'S LAUNCH 100% ORGANIC EXTRA VIRGIN COCONUT OIL

Thursday 6 November, 2014

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For immediate release

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Dr Zak's, the brand behind the UK's first high protein bread and pasta products launched a 100% organic extra virgin RAW coconut oil this week.

Dubbed the latest superfood by many, coconut oil has gained widespread popularity in recent years and the London-based functional food specialists have turned their attention to producing a version that their loyal customers would go nuts for.

With fans ranging from the casual gym-goer to the world class professional athlete, a product was called for that was both incredibly healthy, functional and which fits within the strictest of workout diets.

100% organic, the extra virgin oil has been sourced from Sri Lanka. It is unrefined and extracted using a cold-pressed technique for maximum quality.

- **100% organic**
- **Cold pressed RAW food**
- **Extra virgin, non-refined and non-hydrogenated**
- **Suitable for vegetarians and vegans**
- **Heat stable – ideal for high temperature cooking**
- **High in medium chain triglycerides**
- **Certified by the Soil Association and Vegetarian Society**

Ray Brilus, Dr Zak's managing Director, said: "The last couple of years has seen a large movement away from more traditional oils and into coconut oil due to its numerous additional health benefits. The West is finally waking up to what those in Asia have known for centuries: that coconut oil is a superfood. We took our time to find what we consider to be the finest organic coconut oil available direct from the growers in Sri Lanka, and are extremely excited to be launching this within the Dr Zak's range."

The latest offering from Dr Zak's is white like snow at room temperature and melts to create a perfectly clear oil with a subtle taste of fresh coconuts.

A 460g tub of the oil is competitively priced with a RRP of £8.99. Dr Zak's have a growing number of stockists including independent gyms, websites, sports supplement shops and health food shops throughout the UK and Ireland.

Details of where you can purchase can be found on our website at www.dr-zaks.com/coconutoilstockists .

Media contact: for further information and hi res image , please contact Pete Guest on 020 3070 2992 or email at pete@dr-zaks.com. Review samples available upon request.

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NOTES TO EDITOR

1.Dr Zak's is a London-based company specialising in high protein functional foods for the sports and fitness sector.

2.Dr Zak's is the brainchild of Zak Pallikaros PhD, an accomplished and hugely successful bodybuilder.

3. Dr Zak's will exhibiting at the popular BodyPower Expo for the 3rd year running in May. It is Europe's fastest growing consumer fitness exhibition.

Media:





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