Minioti - Udderly Good. A Herd of Healthier Ice Creams Packed With Dairy Goodness, Not Sugar

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Introducing Minioti - an innovative new range of premium ice creams made with pure Jersey milk. Minioti add no sugar to their rich and creamy ice creams, just carefully selected live cultures for added health benefits. Luxurious and delicious treats for children and all the family too - with none of the bad stuff. Moo-verllous.

There are three flavours to choose from in the Minioti range - Strawberry, Vanilla and Milky Chocolate - for retail and hospitality.

Two mums, one mission
Minioti has been launched by two mums - paediatric speech and language therapist, Anna Boletta and personal trainer and yoga teacher, Natasha Dowse. Friends for 20 years, Anna and Natasha, who both live in Jersey, are enjoying motherhood at the same time - having had their daughters six months apart. Passionate about the importance of healthy eating, yet not wanting to deny their little ones treats, the two friends struggled to find healthier options. So they decided to make their own! They started off with a humble ice cream maker, and a vision - and now their specialist ice creams are being produced by Jersey Dairy, about to be exported to China, and are just about to be launched in the UK.

Anna, says: *"Natasha and I sat together one day and imagined how great it would be if children could indulge in the foods they love, without parents feeling guilty about giving them. We are both passionate about healthy eating, and wanted indulgent treats for children and the family, without any added nasties; and which also help little people grow and develop. So instead of imagining, we got in the kitchen, took out Natasha's little ice cream maker and Minioti was born. Minioti is different. We use healthy live cultures and 100% Jersey milk in our ice creams and no refined sugar."*

Dairy good
Only the finest ingredients are used to create Minioti ice creams. Every drop of milk and cream used, is sourced exclusively from Jersey Dairy's pedigree Jersey cows, which roam on the island of Jersey and all have their own names. They have a unique and clear provenance, with full traceability from farm to product. The cows graze outdoors on the island, and their lineage can be traced back as far as 1763. Milk from Jersey cows has a high butterfat content and 20% more protein and calcium than milk from other breeds. It is also naturally lower in saturated fats.

What's the scoop?
Minioti brings something completely different to the ice cream category. As well as containing 100% Jersey milk and all of its health benefits including protein and calcium, their ice creams also contain a strain of live cultures, aimed specifically at growing young children. Minioti also add no sugar to their range of ice creams, which are sweetened naturally with Stevia.

Looks what's moo
Anna and Natasha have also created fun branding for their products - cartoon images of Jersey cows, each with their own name and personality - just like the real ones! There is bookworm Oti, football-mad Red, thrill-seeker Lou; and dancing duo Leo and Lisa. It gives Minioti a broad appeal. It is for health conscious mums and dads who want their children to consume less sugar - and families who love to indulge in great tasting ice cream, with a dash of fun.

The yummy bit

Strawberry - Indulgently smooth with juicy strawberry ripples, giving it a rich and truly premium tasting flavour

Vanilla - Seriously creamy and luxuriously indulgent, with a gentle hint of sublime vanilla - delicious

Milky Chocolate - Made using 100% cocoa mass, sugar free chocolate sauce - with fresh jersey cream for a subtle milky chocolate taste

Natasha adds: "*We have worked with the expertise of Jersey Dairy to produce our ice creams. As well as using milk from their herd of pedigree cows - it also means that Minioti carries the genuine Jersey Stamp, which guarantees the provenance of our products."*

Bob Jones, for Jersey Dairy, said: *"We are delighted to be involved in such an innovative development for the dairy category. We believe that the Minioti concept fits very well with the attributes of Jersey milk, in that it is high protein and high calcium. We are also keen to show support for other local businesses on Jersey."*

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Editor's Notes
Minioti ice creams are available in three flavours Strawberry, Vanilla and Milky Chocolate, in 500ml and 125ml pots. Also available in 4.5l Napoli Trays.

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