Scream If You Want More! The Collective Launches Scrumptious And Spooky Spiced Pumpkin Gourmet Yoghurt For Halloween

Wednesday 13 August, 2014

This Halloween, the UK's fastest growing yoghurt business The Collective (www.thecollectivedairy.com) is getting ghoulish with the launch of its devilishly delicious Spiced Pumpkin Limited Edition, available from 18th September and throughout October (RRP £2.39 for a 500g pot).

Inspired by that quintessentially autumnal, transatlantic treat, pumpkin pie, The Collective has paired its award-winning gourmet yoghurt with a richly sweet pumpkin compote, textured with the flesh of this seasonal squash and spiced with a blend of ginger, cinnamon, nutmeg and a touch of orange zest.

A lavish double layer of this strikingly orange conserve is folded through luxurious and thick live yoghurt, made using the best West Country milk for that silky smooth texture and clean, creamy taste that makes The Collective's yoghurts so mind-blowingly moreish.

Pioneering to the core, and always daring with their dairy, The Collective is leading the trend in gourmet vegetable yoghurts, with Spiced Pumpkin following the successful launch of the Blackcurrant & Beetroot Edition earlier this year.

Spiced Pumpkin flavour is the witching hour's most wicked treat, free from artificial colours, flavours or preservatives. Only 5% fat, it is suitable for vegetarian and gluten-free diets and is packed with lives cultures.

The Collective's Halloween Limited Edition will be available from October 2014 in Waitrose, Tesco, Sainsbury's, Morrisons, The Co-op, Ocado, Wholefoods, Booths and Nisa, with an RRP of £2.39 for a 500g pot.

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About The Collective

The Collective started in the green fields of New Zealand, the home of gourmet yoghurt, and was the brainchild of two ex-chefs, Ofer and Angus, their quest was simple: to create the greatest dairy imaginable… no bull!

After developing a recipe for the most gorgeous yoghurt that quickly became the bestselling gourmet yoghurt in New Zealand within a year, they decided to share their secret. In 2011 they joined forces with Mike Hodgson and Amelia Harvey in the UK who believed the unique taste, texture and fun positioning was just what the market was looking for. The Collective's aim is to bring excitement, innovation and gorgeous yoghurt to fridges across the UK and now Ireland too.

Based on the original New Zealand recipe, but produced in Somerset using the finest West Country milk, The Collective's handcrafted yoghurts are thick and creamy with a silky smooth, clean texture and taste that melts in your mouth. The gourmet yoghurt includes probiotics, has no artificial additives and contains only 5% fat.

The Guild of Fine Foods recognised The Collective gourmet yoghurt's great taste by awarding it with two gold stars in the Great Taste Awards, the highest achieved by any flavoured yoghurt and in 2012 The

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Collective was awarded best new yoghurt at The Grocer Magazine New Product Awards. The Collective was also a finalist in the UK Startups Awards 2013 and The Santander/Smarta Breakthrough 50 Business of the Year.

Today, The Collective product range in the UK includes Gourmet Yoghurts, Limited Edition Gourmet Yoghurts, Straight Up live yoghurt, on-the-go Suckies pouches for kids, Yoghurt Drinks and Yoghurt Mousse dessert pots

Gourmet Yoghurts

Ridiculously tasty, thick and creamy live gourmet yoghurt with The Collective's award-winning signature double layer of intense fruit and confectionary flavours:

Passionfruit

Russian Fudge

Luscious Lemon

Mighty Mango

Blood(y) Orange

Scottish Raspberry

Limited Edition: changes every three to four months. Currently Crème Brulee in partnership with double Olympic gold medal winning cyclist Geraint Thomas, to celebrate an exciting season of cycling this summer 2014!

The 500g pots of gourmet yoghurt are available from Sainsbury's, Waitrose, Ocado, Tesco, Wholefoods, Morrisons, Booths, Co-op, Budgens and Nisa (RRP £2.39 per 500g pot).

Straight Up

A uniquely “old school” and versatile live yoghurt with no added sugar or sweeteners. A kitchen staple which can be eaten “au naturel” straight-up from the tub as well as in recipes for savoury and sweet dishes, snacks, blended as healthy smoothies and in traditional baking.

Available nationwide via Ocado and Waitrose with a RRP of £2.39 for a 500g tub and 79p for a 150g pot.

Suckies

Fresh, chilled portable yoghurt pouches for kids. Suckies only contains sugars from fruit, no pips, bits, colours, artificial flavourings, preservatives, or GM ingredients allowed! In four unique flavours:

Sassy Strawberry

Peach & Apricot

Sunkissed Tropical

Kiwi & Pear & Apple

Suckies are available at Waitrose, Sainsbury's, Ocado, Booths, Nisa and Tesco (RRP 89p per pouch)

Yoghurt Drinks

A range of four delectable drinks that pair live yoghurt with exotic fruits, superfoods and grains:

Coconut, Vanilla & Honey

Mango & Blood Orange

Blueberry, Cranberry & Acai

Apricot & Banana, with oats & chia seeds

Yoghurt Drinks are available from Tesco (RRP £1.79 for a 250ml bottle)

Single-Serve 150g Yoghurts with Spoon

With a new design featuring a handy disposable spoon under The Collective's distinctive black lid, the range of 150g single-serve pots are available in four delicious flavours:

Passionfruit

Banoffi

Coconut & Lime

Limited Edition: changes every three to four months. Currently, Blackcurrant & Beetroot, the UK's first beetroot yoghurt.

Single-serve Yoghurts with Spoon are available at Waitrose, Boots, Superdrug, WH Smith, Ocado, Wholefoods, Nisa and Booths (RRP £1.00 per 150g pot)

Yoghurt Mousse

A range of deliciously decadent but reassuringly guilt-free gourmet Yoghurt Mousse dessert pots in three flavours:

Vanilla Mousse with a layer of Scottish Raspberry

Lemon Mousse with a layer of Blood Orange

Mango Mousse with a layer of Passionfruit

Yoghurt Mousses are available nationwide at Tesco, Ocado, Waitrose, and Booths stores. (RRP £1.89 for a twin pack of two 90g pots)

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