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Dairy Industry Continues Losing Streak

The Dairy Industry, already hurting from the 20 year failure that was the "Got Milk?" campaign, got more bad news recently: a West Seattle company is now making its own milk -- from cashews.

Seattle, WA -- According to a Feb 2014 *Time Magazine* article, the famous "Got Milk?" ad flopped. The campaign did nothing to reverse declining milk sales, despite the popularity of the catch phrase. In response, the milk industry has changed campaigns, but still expects milk sales to recede by another 3% in the next four years.

Further, the same article reports that up to 60 million Americans are lactose intolerant. Separately, *Research and Markets* says the dairy alternative beverage market will grow to \$14 billion by 2018. All of which is music to the ears of Lynette Mathias, founder of NuTiger Organics in West Seattle, WA.

"I didn't start making cashew milk with the public in mind. I started because I had to take my daughter off dairy. I wanted to give her something cleaner than regular cow's milk," said Lynette. "She loved the cashew milk immediately. From there I started giving it away to friends as gifts. Then, all of a sudden, people were asking me to SELL it to them!" she laughs.

"More people than ever understand the problems with conventional milk. It's loaded with who-knows-what. No cute ad will fix that. Our cashew milk contains FIVE ingredients, all fully traceable. In that regard, it's much healthier than your typical soy or almond milk alternative."

Lynette has launched a fundraising project on Kickstarter. She's hoping to meet her goal so that she can rent a commercial kitchen. This would allow NuTiger to ramp up production capacity. Currently, she operates out of her beautiful -- but tiny -- home kitchen.

"I've discussed selling NuTiger with a few upscale supermarkets here in Seattle. Everybody's on board, but there are a couple of logistical issues that need to be cleared before it could happen. Hopefully, if our Kickstarter project succeeds, we can start selling NuTiger throughout Seattle. At that point, we'll be in a good position to ship our milk all over the world. Who knows? Maybe even Starbucks will start carrying us!"

NuTiger Organics sells the dreamiest, creamiest raw cashew milk you've ever tasted. If you'd like to help Lynette on her mission to raise the bar on milk alternatives, go to her Kickstarter page and make your most generous pledge. Lynette's available to answer questions and give product demonstrations. Contact Mike Devaney at mike@mikedevaney.com or 917.405.0755.

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