



EASIYO PRODUCTS LTD

EasiYo, a unique and ingeniously simple system for making yogurt at home.

In the 1980's school teacher and Engineer Len Light and his entrepreneurial wife Kathy Light started experimenting with yogurt making in order to produce fresh yogurt in bulk to feed their six yogurt loving children. After years of trials and development in their home basement (and two more children) they eventually mastered a way of producing perfect yogurt every time. *"I was pretty good at making home brew so I thought it couldn't be too hard to make a yogurt maker,"* said Len Light.

In 1992 Len and Kathy launched their patented EasiYo Yogurt Making system at the Auckland Home Show and in 5 days sold 600 makers. They knew they were on to a winner! The first six flavours that were launched were Passionfruit, Raspberry, Banana, Strawberry, Jaffa and Marshmallow.

Following the home show, the EasiYo system and sachets were initially sold through health food shops and pharmacies in New Zealand. But within the next couple of years it was available in mainstream grocery outlets and had also made it across the Tasman in Australia by 1994. It wasn't long until EasiYo made it across the world and was first launched in the UK in 1999.

It is now widely available through a number of outlets and retailers including QVC, Lakeland, Julian Graves, Holland and Barrett as well as a number of independents.

2010 has so far proved to be a major milestone in the EasiYo history with Westland Milk Products buying the remaining shares of EasiYo from the Light Family and now owning 100% of the company. Accordingly a new CEO, Paul O'Brien, has been appointed. He comes from Good Health Limited, and is an experienced exporter and winner of North Shore Export Awards 2009. On top of this, EasiYo has also moved into state of the art new premises in Albany, Auckland, New Zealand to allow for future development and expansion of the business.

EasiYo Products Ltd manufactures the Yogurt Making System as well as a wide selection of plain, flavoured, low fat and speciality yogurt base sachets. They also provide complementary products such as Ice Cream and Real Fruit Squirt toppings.

For more information, recipes and idea visit www.easiyo.com.