



## Camelicious Camel Milk Enters the United Kingdom

### The UAE-based camel milk brand is introducing fresh camel milk to consumers in the UK

**Dubai, February 16<sup>th</sup>, 2014:** Emirates Industry of Camel Milk & Products (EICMP), producer of the camel milk brand Camelicious, announces the continuation of export of fresh camel milk to Europe. The successful UAE camel milk brand will be available to health-conscious consumers and gourmets in selected ethnic stores in London, Brighton, Manchester and Bradford. Expansion to further cities is planned in the near future.

Commenting on the new development, Mr. Mutasher Al Badry, Deputy General Manager & Business Development Manager of the Emirates Industry for Camel Milk & Products (EICMP), said: “We are excited to premiere on the British market reaching out directly to consumers in various cities in the UK. For us, this development gives us the opportunity to increase the reach of our high-quality product, to establish new business ties, and furthermore, to promote an original piece of the UAE tradition.”

“Camel milk has always been known in the Middle East, but the accessibility for the wider public has been limited. We as EICMP have been reaching out to the broader community in the UAE to encourage a healthy lifestyle since 2006. Ever since, our goal is to promote the benefits of camel milk as a natural and pure resource of the region and as a healthy alternative to cow’s milk.” he added.

Al Badry continued: “Bringing this unique and healthy product to Europe and in particular to the UK, is a big step into the right direction and enables us to grow awareness for camel milk as well as it increases our visibility globally. On the long run, we are aiming to make our camel milk products available in more countries all over the world and by this, to build a strong camel milk industry in the UAE bringing an important tradition of our country into the world.”

The UAE-based camel milk brand fulfills highest health standards in achieving the ISO 22000 certificate for the company-owned camel farm as well as for its camel milk processing plant. In June 2013 and as the worldwide first camel milk producer, EICMP was granted the EU commission’s permit to export its Camelicious camel milk products into the European Union.



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# Camelicious®

To give the British public a first opportunity to get a taste of fresh Camelicious camel milk, the brand joined forces with Taylor St Baristas in Brighton, supporting the popular annual charity run Brighton Half Marathon. The renowned coffee place introduced coffee creations prepared with camel milk fully sponsored by Camelicious to their customers. A share of the proceeds was added to the overall donation amount achieved by the runner for Farm Africa, a humanitarian organization promoting sustainable farming in Eastern and African countries.

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For further information, please visit our website: [www.camelicious.ae](http://www.camelicious.ae)

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