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For Immediate Release

Yogalicious Wins LIVERight™ 2010 Award!

TORONTO, CANADA – July 30, 2010: Troinoa is delighted to announce that they have won the LIVERight™ award for Best Dessert. Troinoa's, Yogalicious™, the first ever, Probiotic Vanilla Iced Kefir, took top prize at this year's presentation.

"An estimated 1.4 million Canadians have fatty liver disease from poor nutrition and inactivity," says Canadian Liver Foundation President Gary Fagan. "The LIVERight™ Awards initiative draws public attention to this important health issue and creates an opportunity for companies to be recognized for their effort to be part of the solution."

The LIVERight™ Awards, now in its second year, was founded as part of the Canadian Liver Foundation's desire to raise awareness about fatty liver disease. Researchers say that fatty liver disease is the most common type of liver disease among North Americans and is directly linked to diabetes and obesity. Furthermore, the Canadian Liver Foundation is actively identifying practical solutions for individuals and families looking for healthy options to fit into their time-crunched schedules.

Troinoa is proud and honoured to be associated with this initiative that encourages a positive change in the lives of many Canadians. Choosing products that have value-added benefits helps promote a healthy lifestyle. Promoting health along with indulgence is how Troinoa is moving dessert from an optional to optimal and complementary part of a healthy lifestyle.

This year, the LIVERight™ award for best dessert easily goes to Yogalicious for their brilliance in accomplishing a dessert that is nutritionally sound and makes the taste buds sing! The LIVERight™ award recognizes those food products innovative enough to be good and good for you. Yogalicious, is certainly where delicious meets nutritious!

About Yogalicious™

Yogalicious™ is the brainchild of conscientious and fun-loving food activists. It was created out of a quest to give consumers a healthy and nostalgic dessert. Yogalicious™ is an all natural, low fat, diabetic friendly, probiotic (kefir) frozen dessert. New and exciting flavours such as Chocolate açai, and local Ontario berry (featuring elderberry) are coming soon! For more information, please visit yogalicious.ca.

About Troinoa

Troinoa creates high-quality products with local farmers and supports fair trade. We promote thoughtful food consumption and inspire consumers to think outside of the box when it comes to choosing dessert. Dedicated to the optimal health of our planet and serving the community, Troinoa products are available at fine retailers across Ontario. For more information, please visit troinoa.com. For further information, please contact us.

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