

# HEMP MILK GROWING IN SALES AGAINST OTHER MILK ALTERNATIVES

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Sales of dairy milk alternative, Good Hemp milk, have risen by a whopping 65% since this time last year, as shoppers look to swap their cow's milk for non- dairy alternatives.

Shoppers have been putting Good Hemp Original, Unsweetened and Coconut Hemp milk varieties into their carts during their weekly shops, helping to push sales of Good Hemp milk to outperform category growth rates by threefold – the speciality milk category is growing at 20% year on year.

Nut milks have received a boom in sales in the last year or so, but now shoppers are understanding the greater benefits of drinking Hemp milk.

A natural source of Omega 3; just one 250ml glass of Hemp milk provides 50% of your recommended daily intake of Omega 3 (ALA), which experts believe can help support good heart and brain health, as well as circulation. Hemp milk is also dairy and lactose free, nut free, gluten free and suitable for vegetarians and vegans. And, it is fortified with calcium and Vitamin D so it really is GOOD in every way. Even celebrities are swapping out their cow's milk for Hemp milk. Gwyneth Paltrow often recommends using Hemp milk in her recipes and in a recent interview with NY Mag, healthy living fan, Hilaria Baldwin said she gives her whole family Hemp milk. Even David Haye the boxer is a fan.

Donna Chappelle, Brand Manager of Good Hemp says, 'We've seen a really huge increase in demand for our Hemp milk as shoppers are beginning to understand the benefits over other non-dairy milk alternatives. We expect the demand for Hemp milk to keep growing, as Britain becomes more aware of this naturally healthy alternative.'

Hemp is one of the oldest and most sustainable crops to be grown in the world. It is highly nutritious, extremely versatile and good for the environment.

Good Hemp produces a range of Hemp products including Good Hemp Oil, Good Hemp Milk, Good Hemp Seed Hearts and Good Hemp protein supplements.

Visit [www.goodhempfood.com](http://www.goodhempfood.com) to find a stockist, purchase online or for more information on the benefits of Hemp.

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For further information, samples or images, please contact Amanda French at FaB PR on 07816 238175 or [amanda@fab-pr.co.uk](mailto:amanda@fab-pr.co.uk)

About Good Hemp

Founded by Henry Braham and Glynis Murray, Braham & Murray Good Hemp is the only UK producer of hemp based products on their farm in North Devon.

The company has been harnessing the incredible nutritional properties of hemp seed for over 15 years across a variety of products including oils, flours, milks and protein powders. A sustainable product, hemp is hugely beneficial to the environment and can be used in a large range of nutritious, eco-friendly products.