

Omega Ice Cream gets 10 out of 10 for Taste!

There was mayhem on Blackpool's South Pier yesterday, as Ideal Omega Taste was launched with a free Omega Ice Cream giveaway. The launch proved the new fish oil superfood is delicious enough to be eaten by young and old alike.

Ice cream entrepreneur Nathan Heron's popular ice cream concession on Blackpool's famous South Pier saw the launch of new superfood Ideal Omega Taste yesterday, with 100s of free Omega Ice Creams given away, seeing large queues, happy smiles and a whole host of people trying Taste for the first time and giving it a real thumbs-up.

People were amazed, comments Nathan, everyone loves an ice cream, but when we told them we were going to squeeze fish oil on top, we got some very odd looks.

New Ideal Omega Taste is a food innovation, with products made from the healthiest sources of Omega oils available – fish oil, flax oil, algal oil and borage. In their raw form, these ingredients are not noted for being people's favourite foods. But if they don't sound very tempting, the revelation is that new Ideal Omega Taste looks and tastes like a deliciously sweet smoothie style sauce perfect for squeezing onto ice creams, adding to yoghurts and porridge or just eating straight from the spoon. Flavours include lemon zest (made from fish oil), strawberry banana (made from flax oil and suitable for vegetarians) and pomegranate blueberry (made from flax oil, algal oil and borage and suitable for vegans).

It sounds so bizarre, people can't believe what they are eating. adds Ramsay McLellan, boss of the company behind Ideal Omega Taste, Healthy and Essential, (part of the Glasgow Health Solutions Group). But Omega-3 is so important for people's health, and most of us don't eat enough of it. For people who won't, don't or can't eat fish, and picky children with very particular palettes, Taste is the perfect solution to get Omega-3 into their diets.

Nathan teamed up with Healthy and Essential, to launch the Taste, for the benefit of both businesses saying Omega-3 is something we should all get more of, and once I tried Taste on one of my ice creams, I realised it was a brilliant combination.

Ramsay continues Adults and kids love it. People had no idea what we were squeezing onto their ice creams was so good for them, because it's so delicious. We see Taste as being part of a modern, healthy diet, and helping people to get all the nutrients they need to help live life to the full.

Gina Rowcliffe, in the queue trying Taste for the first time, summed it up best saying Wow! I can't believe this [the lemon zest flavour] is made of fish. It's 10 out of 10 – it's lovely!

ENDS

For more information contact Ramsay McLellan on 08700 53 6000 or email ramsay@healthyandessential.com Healthy and Essential, c/o Glasgow Health Solutions Ltd, Omega House, 12 Sovereign Court, Wyrefields, Poulton Le Fylde, FY6 8JX. Healthy and Essential (part of Glasgow Health Solutions Ltd) is a business dedicated to helping its customers achieve optimal health. Healthy and Essential does this by promoting healthy eating, supported by the highest quality range of supplements, with a particular expertise in Omega-3. Sales channels include high street pharmacies, health food stores, and the company's own branded online shop. The Essential Health Clinic, based in Glasgow, and led by Dr Tom Gilhooly GP, is at the forefront of nutritional medicine, using LDN, Omega-3 and vitamin D to support treatments for CCSVI, MS and other inflammatory conditions.