

## **Chobani Combines Creamy Greek Yogurt with Nut Butters to Create a Delicious, Nutrient Dense Snack**

*Debuting new Greek Yogurt combinations with Almond, Hazelnut & Cashew Butters; all feel-good snacks that will help you stay fuller longer*

*With protein, healthy fats and less sugar<sup>1</sup> for a delicious good for you snack*

Chobani, LLC, maker of America's #1 Greek Yogurt brand and the second largest overall yogurt manufacturer in the U.S., today announced the launch of a new line that perfectly pairs Chobani® Greek Yogurt with Nut Butters to give people a tasty, filling, protein packed snack that has less sugar<sup>1</sup> than other yogurts and contains only natural ingredients.

"Our fans love adding nut butters to their Chobani® Greek Yogurt and at our Chobani Café®, the combination has consistently been among the best sellers for many years," said Peter McGuinness, Chief Marketing and Commercial Officer, Chobani. "This inspired us to create a new platform, perfectly pairing Greek Yogurt with nut butters like almond and hazelnut, to create a food that's high in protein, has less sugar than other yogurts<sup>1</sup>, and just the right amount of healthy fats to power consumers throughout the day."

"It's incremental innovation that will bring more excitement and consumption to the yogurt category that continues to be under-penetrated in U.S.," said McGuinness.

Starting this month, Chobani is debuting five new Chobani® Greek Yogurt with Nut Butters that will be available nationwide at grocery and retail stores. The Chobani® Greek Yogurt with Nut Butters platform includes:

- Vanilla Greek Yogurt with Almond Butter
- Plain Greek Yogurt with Almond Butter
- Honey Greek Yogurt with Almond Butter
- Chocolate Greek Yogurt with Hazelnut Butter
- Vanilla Greek Yogurt with Cashew Butter

To support the launch of Chobani® Greek Yogurt with Nut Butters, Chobani is kicking off a creative marketing campaign with paid social support beginning in July and running through the rest of the summer. Chobani's campaign, which includes paid social and e-mail tactics, will tell the "cow + nut" love story in a humorous tone to showcase to consumers why nut butter and Greek Yogurt are a pair that goes great together.

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<sup>1</sup> Chobani® Greek Yogurt with Nut Butter: 11g sugar per 5.3oz; other yogurts: 17g sugar per 5.3oz.

Like all Chobani® products, Chobani® Greek Yogurt with Nut Butters are made using only natural, non-GMO ingredients, and no artificial flavors, artificial sweeteners or preservatives to adhere to our authentic Chobani craft and food philosophy. Chobani® Greek Yogurt with Nut Butters also provides ½ ounce-equivalent of nuts, a recommended protein food.<sup>2</sup> They contain a balance of fats for a healthy dietary pattern and are made with 30% less sugar<sup>1</sup> than other yogurts.

The suggested retail price for Chobani® Greek Yogurt with Nut Butters is \$1.69 per 5.3oz single-serve cup.

Additional new flavors hitting shelves this summer from Chobani include:

- Chobani® Greek Yogurt Peaches & Cream, a blended whole milk Greek Yogurt
- Chobani® Flip® Cookie Dough, a vanilla low-fat Greek Yogurt with cookie dough pieces, cookie rice crisps & milk chocolate chips
- Chobani® Flip® Boston Cream Pie, a vanilla low-fat Greek Yogurt with yellow cake crunch, custard clusters & chocolate chips

In 2019, Chobani continues to act as a category champion as we continue to invest in our brand and the yogurt category with quality innovation. With a nearly 20% share of the U.S. yogurt market, Chobani has seen growth accelerate through 2019, helping boost the total yogurt category, which has turned around to report growth again in the latest four-week period<sup>3</sup>.

For more information about all Chobani products, please visit <http://www.chobani.com>

### **About Chobani**

Maker of America's No. 1–selling Greek Yogurt brand and the second largest yogurt manufacturer in the U.S., Chobani, LLC, was founded on the belief that people have great taste—they just need great options. Chobani produces high-quality authentic yogurt made with only natural, non-GMO ingredients from its plants in New Berlin, New York, Twin Falls, Idaho and South Victoria, Australia. Chobani is committed to using milk from regional farms and strengthening its surrounding local economies. Chobani gives a portion of its annual profits to charities worldwide. In 2017, Chobani was recognized by Fast Company as one of the top 10 most innovative companies in the world. All Chobani products—including Chobani® Greek Yogurt and Greek Yogurt Drink, Chobani® Flip®, Chobani Savor®, Chobani® Gimmies®, and Non-Dairy Chobani™ products—are kosher certified, contain live and active cultures and are made with milk from cows not treated with rBST.\* Chobani products are available nationwide in the U.S., Mexico, and Australia, and in countries in Asia and Latin America. For more information, please visit [www.chobani.com](http://www.chobani.com) and [www.facebook.com/chobani](http://www.facebook.com/chobani).

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<sup>2</sup> 1 tbsp of nut butter (16g) is one-ounce equivalent according to MyPlate. Chobani® Greek Yogurt with Nut Butters contains 8g of nut butter per serving.

<sup>3</sup> Source: Nielsen Total US Food week ending 6/29/19

*\*According to the FDA, no significant difference has been found between milk derived from rBST-treated and non-rBST-treated cows.*

SOURCE Chobani, LLC

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