

Why Whole Milk?

At Chobani, we're working to provide great options that are nutritious, delicious, and accessible to all.



While dietary advice has historically focused on consuming low- and non-fat dairy in place of whole fat, new research shows that there may be health benefits to consuming whole fat dairy, such as decreased risk of type 2 diabetes and cardiovascular disease, particularly stroke.^{1,2,3,4} And even though low-fat options can help to reduce calories, with planning, even whole milk fat options can fit in calorie budgets. Whole milk dairy yogurt, which contains a good ratio of fat and protein, may also help to increase the feeling of fullness and delay snacking between meals. Plus, some consumers prefer the taste of whole milk, which means it can help them enjoy all of the nutritional benefits that only dairy foods provide.

Given that 90 percent of the population is not getting the recommended three cups of dairy a day,⁵ we want to provide a variety of options that can help people incorporate more dairy into their diets. That's why we developed Chobani[®] Whole Milk Greek Yogurt, whether eaten as a snack or used as a flavorful addition to meals, Chobani[®] Whole Milk Greek Yogurt is a delicious way to meet daily dairy and nutrient needs within the context of a healthy diet.

Choose Chobani[®] Whole Milk Plain Greek Yogurt



- Excellent source of high-quality protein (11-14g per 5.3oz cup), twice the amount of regular yogurt*
- Naturally nutrient-dense, Greek Yogurt offers a host of essential nutrients like calcium, potassium, magnesium, and B vitamins
- Less than 5% lactose
- Six live and active cultures, including probiotics, which help support digestive health and immune health
- Only natural, non-GMO ingredients
- No artificial flavors, sweeteners, or preservatives
- Made with milk from cows not treated with rBST†

1 Dairy consumption in association with weight change and risk of becoming overweight or obese in middle-aged and older women: a prospective cohort study. *Am J Clin Nutr.* 2016; 103: 4; 979-988.

2 Yakoob, M.Y. et al. Circulating biomarkers of dairy fat and risk of incident diabetes mellitus among US men and women in two large prospective cohorts. *Circulation.* 2016 Apr 26 ; 133(17): 1645-54.

3 de Oliveira Otto M, Lemaitre R, Song X, King I, Siscovick D, Mozaffarian D. Serial measures of circulating biomarkers of dairy fat and total and cause-specific mortality in older adults: the Cardiovascular Health Study. *The American Journal Of Clinical Nutrition* [serial online]. July 11, 2018; Available from: MEDLINE Complete, Ipswich, MA. Accessed July 27, 2018.

4 Imamura, F. et al. (2018) Fatty acid biomarkers of dairy fat consumption and incidence of type 2 diabetes: a pooled analysis of prospective cohort studies. *PLoS Medicine.*

5 U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015-2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>.

* Chobani[®] Greek Yogurt: avg. 12g protein; regular yogurt: avg 6g protein per 5.3oz serving.

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