

## **Chobani Introduces First-Ever Product to Help Raise \$1 Million for Military Families**

*Teaming up with Operation Homefront to launch “Hero Batch, Red, White and Blueberry” Greek yogurt, available at retailers nationwide*

NORWICH, N.Y., November 12, 2018 -- Veterans and team members at Chobani, America’s #1 Greek Yogurt Brand, wanted to do something special for heroes who have served in the U.S. military. As the nation approaches Veterans Day, the company is announcing a product for a singular cause: raising \$1 million for [Operation Homefront](#), a national non-profit that serves America’s military families. Its new Hero Batch, “Red, White and Blueberry” features Greek Yogurt with delicious mixed berries on-the-bottom and was designed by veterans at Chobani.

In addition to the Company’s contribution of \$500K to Operation Homefront, the product features a special opportunity for fans to donate, which the company will match up to \$250K. Funds will help deliver critical financial assistance and support for military families nationwide.

“Veterans Day gives us all a chance to honor this country’s heroes,” said Hamdi Ulukaya, Founder and CEO of Chobani. “We wanted to make something special with one goal: to say thank you to all who have served and to offer support to those who need it. The more we got to know Operation Homefront the clearer it became that organizations like them need the attention of us all, and I’m really proud that these products will feature their name and their incredible work.”

Operation Homefront’s mission is to build strong, stable, secure military families so they can thrive – not simply struggle to get by – in the communities they have worked so hard to protect. Since 2011, Operation Homefront has fulfilled over 40,000 critical financial assistance requests from families, providing them with nearly \$25 million in support. Food assistance is among the top three most common requests by military families each year.

“We are absolutely thrilled Chobani has chosen Operation Homefront as their partner as they seek to address the needs of our military families who may be struggling to make ends meet,” said Brig. Gen. (ret) John I. Pray Jr., president and CEO of Operation Homefront. “The entire Chobani team clearly shares our unwavering commitment to ensuring this very special and deserving group of our fellow Americans have the opportunity to thrive in the communities they have worked so hard to protect.”

From day one, Chobani has worked to make nutritious food more accessible, especially to youth and underserved communities. Through the Chobani Foundation, the philanthropic arm of Chobani, they’ve partnered with the American Red Cross and other organizations to provide more than half a million free Chobani® products to emergency shelters, local food banks, and pantries. Additionally, the Chobani Foundation supports local initiatives in the communities they call home in Central New York and Idaho’s Magic Valley in the form of college scholarships and grant making programs to expand economic opportunity and promote entrepreneurship.

For more information on Chobani's partnership with Operation Homefront and their other community initiatives, visit [www.chobani.com/herobatch](http://www.chobani.com/herobatch)

### **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 through the company's charitable foundation. 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® Smooth, Chobani® Flip®, Chobani® Savor, Chobani Tots® and Chobani Kids® products—are kosher certified, contain live and active cultures and all of our dairy products 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).

### **About Operation Homefront**

Founded in 2002, Operation Homefront is a national nonprofit organization whose mission is to build strong, stable, and secure military families so that they can thrive – not simply struggle to get by – in the communities they have worked so hard to protect. Recognized for superior performance by leading independent charity oversight groups, 92 percent of Operation Homefront expenditures go directly to programs that support tens of thousands of military families each year. Operation Homefront provides critical financial assistance, transitional and permanent housing and family support services to prevent short-term needs from turning into chronic, long-term struggles. Thanks to the generosity of our donors and the support from thousands of volunteers, Operation Homefront proudly serves America's military families. For more information, go to [www.OperationHomefront.org](http://www.OperationHomefront.org).

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

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