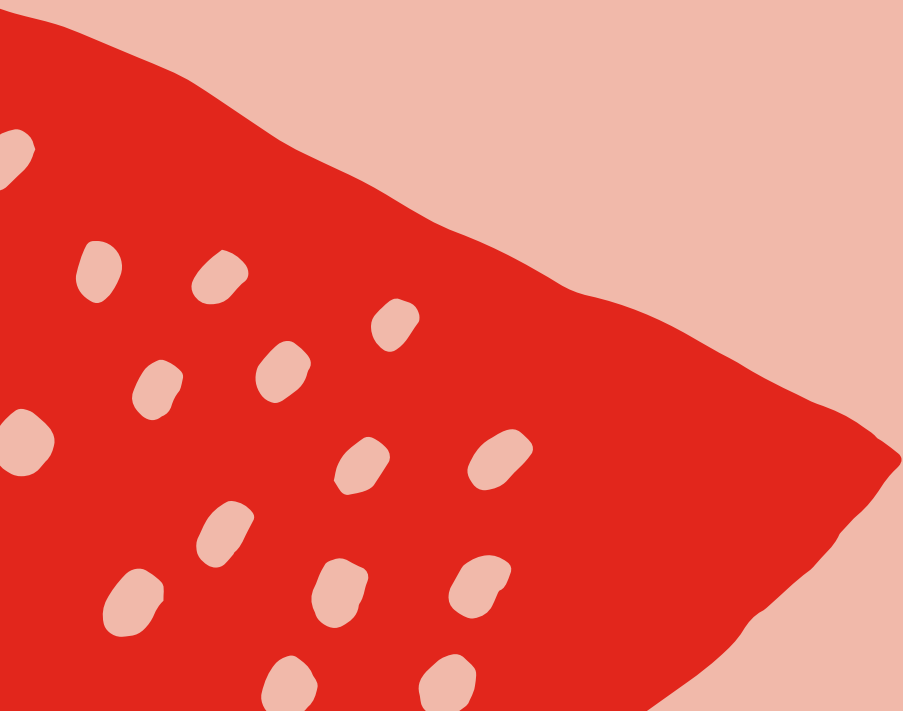




# Chobani® Yogurts and Healthy Eating Patterns

A Toolkit for  
Registered Dietitian Nutritionists





Dear Fellow  
Health Advocates,

Since we started our journey in 2007, Chobani is proud to have revolutionized the yogurt aisle—and to have given the communities we serve access to more naturally nutrient-dense choices. And we're continuing to push our food and nutrition vision forward to make universal wellness happen sooner. Chobani recognizes registered dietitian nutritionists and healthcare professionals as key partners to achieving this vision—which is why we're excited to give you and your clients an in-depth look at the health and nutrition benefits of the food we make.

According to the 2015–2020 *Dietary Guidelines for Americans*, dairy foods—such as low-fat and fat-free yogurt—are an essential part of a healthy eating pattern. But almost 90 percent of the population is not getting the recommended three cups of dairy a day. It takes three cups of milk to make just one cup of our authentically strained Greek Yogurt, and it's the same wholesome milk that goes into making our traditional yogurt as well. As such, Chobani® yogurts are a nutrient-dense dairy food that can help individuals meet both their daily dairy and nutrient needs.

Our straining process ensures that all of our Chobani® yogurts have more protein than regular or traditional yogurts,<sup>1</sup> making them delicious and convenient choices for building healthier eating patterns. For example, Chobani® yogurts contain the right amount of sugar to balance the flavor and give people an appealing, nutrient-dense powerhouse that's loaded with protein and calcium and contributes potassium and probiotics. And because less than 2 percent of added sugars intake in the U.S. comes from yogurt,<sup>2</sup> choosing Chobani® products in place of typical energy-dense snacks can help reduce added sugars intake while improving needed dairy intake.

My goal at Chobani is to make it easy for people to choose nutrient-dense foods and give them the knowledge and skills they need to easily incorporate these foods into their diet. With our Chobani® yogurts, we are confident we can find ways to help people tackle cravings that lead to poor food choices, enhance their satiety throughout the day and live a better, healthier life. It's a big goal, and we're up for it!

That's why we've created a toolkit to help you educate and inspire people to make positive changes. There are also a number of resources for you as a health professional. We encourage you to share these materials with your clients and customers.

I hope you find these tools and resources valuable and I look forward to continuing to be a resource for you and your clients. If you have any additional needs or questions, please don't hesitate to reach out.

Best regards,



Robert C. Post, Ph.D., MEd., MSc.  
Senior Director, Chobani™ Health and Wellness, Corporate Affairs  
Robert.Post@chobani.com

<sup>1</sup> Chobani® Greek Yogurt: avg. 12g protein; regular yogurt: avg. 6g protein, per 5.3oz serving.

<sup>2</sup> Appendix E-2.8: Percent of total food group intake, 2009-2010, for U.S. population ages 2 years and older, from WWEIA Food Categories. (Supplementary Documentation to the Scientific Report of the 2015 Dietary Guidelines Advisory Committee).



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### **Your favorite recipes just got smarter**

A graphic with simple suggestions for swapping Chobani® Greek Yogurt for sour cream, mayonnaise, cream cheese, and more.

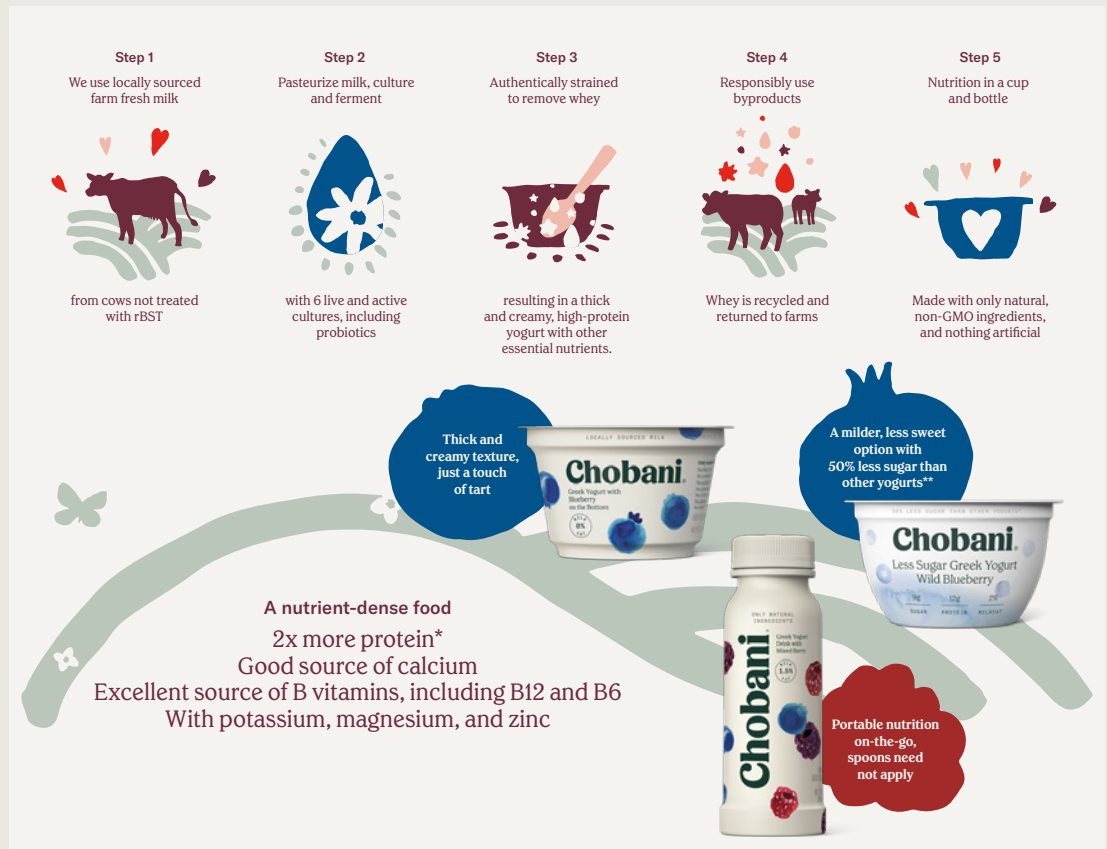






## Chobani® 101: Not All Yogurts Are Created Equal

Every day, we make our delicious yogurt by taking a back-to-basics approach that captures our food philosophy: If we can't do it better, we don't do it at all.



### Chobani® yogurts are fundamentally different from regular, unstrained yogurts.

Each of our wholesome yogurts is crafted using only natural, non-GMO ingredients, including locally sourced milk and real fruit.

We take the time to make our yogurt using an authentic recipe, triple-straining to remove excess whey for a thick and creamy high-protein yogurt without the use of thickeners or artificial additives.

### Quick Facts About Chobani® Yogurt

- Twice as much protein as regular or other traditional yogurts\*
- Only natural ingredients
- No artificial flavors, sweeteners, or preservatives
- Made with milk from cows not treated with rBST†
- Live and active cultures, including probiotics, which support digestive and immune health
- Kosher-certified
- Vegetarian-friendly
- Less than 5% lactose—a perfect part of a low-lactose diet

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

\*\*Chobani® Less Sugar: 9g sugar; other yogurts: 18g sugar per 5.3 oz serving.

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



## Pure and Simple: Inside and Out

Today, more and more consumers are looking for simple, natural products they can trust, made with basic ingredients they can understand. Foods with clean labels—those with a short list of easily recognizable and understandable ingredients, minimal processing, and no artificial ingredients or preservatives—matter to shoppers. But because there is no single definition of “clean eating,” consumers are frequently looking for aspects beyond the simpler label, too. This includes:

- Only natural ingredients
- Non-GMO ingredients
- Sustainable
- Transparency in product origin and growing practices
- Dietary benefits beyond the nutrition facts label

At Chobani, we believe that good food shouldn’t be complicated, and that access to nutritious, delicious yogurt made with only natural, non-GMO ingredients is a right, not a privilege. That’s why we’ve crafted a yogurt that is made with no artificial flavors, preservatives, sweeteners, or fillers. Because it’s important to provide nutritious options that people not only enjoy, but also trust.

## Choose Chobani® Yogurt

Not all yogurts are created equal. Yogurt, in its natural form, is one of the simplest foods on the planet. And at Chobani, we believe it should be kept that way with all our products.

Chobani® yogurt contains:

- No high-fructose corn syrup or refined sugar ingredients
- No artificial sweeteners, such as aspartame or sucralose
- No synthetic ingredients like preservatives or artificial flavors
- No milk from cows treated with rBST†
- No GMO ingredients
- No thickeners, such as corn starch, that mimic the texture occurring naturally from authentic straining



Only natural,  
non-GMO ingredients



Made with milk  
from cows not treated  
with rBST†



No artificial sweeteners  
or refined sugars



No thickeners

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



What’s in Your  
Yogurt Cup?

Because people should know what’s in their food, Chobani® yogurt contains only the natural ingredients people want and none of the artificial ones they don’t.

Comparing Attributes of Yogurts <sup>1</sup>	Chobani® Greek Yogurt Blueberry Fruit on the Bottom	Chobani® Less Sugar* Greek Yogurt Wild Blueberry	Leading Regular Blueberry Yogurt
Number of ingredients	8	9	10
Live and active cultures, including probiotics	♥	♥	×
Made with milk from cows not treated with rBST†	♥	♥	×
No thickeners (creamy thickness from straining)	♥	♥	×
Only natural ingredients, no artificial flavors, sweeteners, or preservatives	♥	♥	×
Locally sourced milk	♥	♥	×
No GMO ingredients	♥	♥	×


\* Chobani® Less Sugar Greek Yogurt: 9g sugar; other yogurts: 18g sugar per 5.3oz serving.  
<sup>1</sup> Source: The Nielsen Company - Answers database - analysis of leader performed February 2017.  
† According to the FDA, no significant difference has been found between milk derived from rBST-treated cows and non-rBST-treated cows.

# Snack Smarter Right From the Start

Snacking has become a highly popular eating occasion with major implications for healthy eating patterns. Most Americans—about 94%—snack at least once a day, and about half of adults snack 2–3 times daily.<sup>1</sup> But typical snacking is not always healthy snacking, as most people snack to satisfy a craving,<sup>1</sup> proving that taste and enjoyment are priorities. As a result, snacks contribute to about one-fourth of Americans’ calories but provide fewer key nutrients (protein, iron, vitamin D, fiber, and potassium) compared to other meals.<sup>2</sup>

With all of this snacking, it is important to help consumers choose better options to get the most from their snack break—as well as at all times of the day. By shifting choices from the typical less nutritious, more calorie-dense foods and beverages to Chobani® yogurt, which is packed with high-quality protein and calcium and also contributes potassium, key vitamins, and probiotics, people can build healthier eating patterns that satisfy cravings and nutrient needs without increasing calories. This means getting more nutrition for your calories.

See how typical food and beverage snacks stack up with these charts from Chobani™ Health and Wellness.\*\*

	Chobani® Blueberry Fruit on the Bottom Greek Yogurt	Chocolate Peanut Butter Granola Bar	Cheese-Flavored Tortilla Chips	Fruit-Filled Pastry	Blueberry Muffin
Serving Size	1 container (150g)	1 bar (37g)	1 oz. (28g)	4¼" pastry (71g)	1 medium muffin (113g)
Calories	120	190	150	260	400
Sugar (g)	15	9	0	20	36
Sodium (mg)	50	71	196	316	380
Protein (g)	12	4	2	4	5
Calcium (%DV)	15	4	4	3	5
Potassium (%*DV)	6	4	2	2	4
Contains Probiotics		×	×	×	×





	<b>Chobani® Less Sugar* Greek Yogurt Wild Blueberry</b>	<b>Ready-to-Eat Vanilla Pudding</b>	<b>Leading Original Low Fat Yogurt</b>	<b>Generic Low-Fat Fruit Yogurt</b>	<b>Vanilla Soft-Serve Frozen Yogurt</b>
<b>Serving Size</b>	1 container (150g)	1 container (4oz)	1 container (170g)	1 container (142g)	½ cup (72g)
<b>Calories</b>	120	143	150	107	114
<b>Protein (g)</b>	12	2	6	6	3
<b>Sugar (g)</b>	9	19	18	26	17
<b>Calcium (%DV)</b>	15	5	20	20	10
<b>Number of Live and Active Culture Strains, including probiotics</b>	6	0	3	3	0
<b>Only Natural Ingredients</b>	♥	×	×	×	×

	<b>Chobani® Strawberry Banana Greek Yogurt Drink</b>	<b>Iced Mocha</b>	<b>Fruit Punch Drink</b>	<b>Sweet Lemon Tea</b>	<b>Citrus Energy Drink</b>
<b>Serving Size</b>	1 bottle (7 fl. oz.)	1 bottle (7 fl. oz.)	1 serving (7 fl. oz.)	1 serving (7 fl. oz.)	1 can (7 fl. oz.)
<b>Calories</b>	140	140	120	110	90
<b>Sugar (g)</b>	15	21	28	23	22
<b>Protein (g)</b>	10	3	0	0	0
<b>Vitamin B12 (%DV)</b>	25	15	0	0	0
<b>Calcium (%DV)</b>	20	12	2	1	2
<b>Potassium (%DV)</b>	10	9	2	1	0
<b>Contains Probiotics</b>	♥	×	×	×	×

\* Chobani® Less Sugar Greek Yogurt: 9g sugar; other yogurts: 18g sugar per 5.3oz serving.

1 Mintel. Snacking Motivations and Attitudes US 2015 Report.

2 US Department of Agriculture, Agricultural Research Service. Snacks: distribution of snack occasions, by gender and age, what we eat in America, NHANES 2015-2016. <http://www.ars.usda.gov/ba/bhnrc/fsrg>. Accessed October 1, 2018.

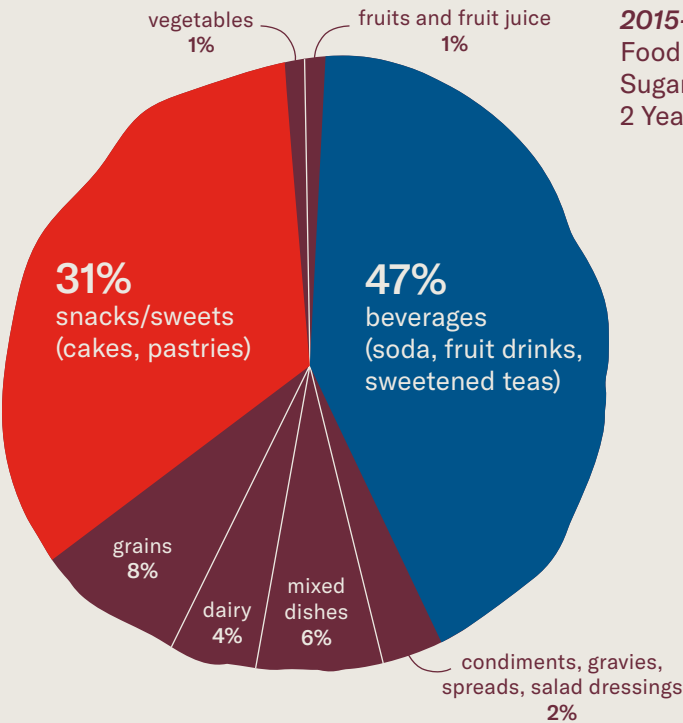
\*\* Comparisons are made to standard reference items listed in the USDA National Nutrient Database as of May 2018.

## Added Sugars in Context

According to the *2015 Dietary Guidelines for Americans*, added sugars most often come from empty-calorie\* foods like sodas and desserts. Too many added sugars from these sources can lead to weight gain and nutrient gaps.<sup>1</sup>

Naturally nutrient-dense foods that include some added sugars to improve taste, like yogurt, can help fill nutrient gaps by boosting intakes of essential nutrients, like calcium, potassium, magnesium, and B vitamins.<sup>2</sup>

In the average American diet, only 4% of added sugars comes from dairy foods and less than 2% comes from yogurt—that’s just 5 calories out of the 270 calories from added sugars consumed in a day. In fact, 78% of added sugar intake comes from sugar-sweetened beverages and sweets, which are void of beneficial nutrients.



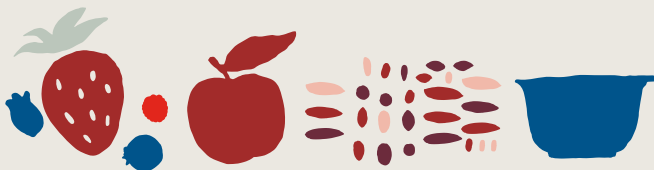
**2015-2020 Dietary Guidelines—**  
Food Category Sources of Added Sugars in the U.S. Population Ages 2 Years and Older

**What are added sugars?**  
“Added sugars” are the sugars or syrups put into foods and beverages during processing, preparation, or at the table.

- Protein
- Calcium
- Potassium
- Magnesium
- B Vitamins

**When making food choices, it is important to consider the entire nutrition “package” of the food.**

Chobani® yogurts are a naturally nutrient-dense choice with just the right amount of sugar to balance the taste of our fruit and yogurt, while still supplying a delicious and wholesome array of key nutrients—many of which are under-consumed by Americans, like calcium and potassium.



**“Naturally nutrient-dense”**  
refers to foods or beverages that are inherently rich in nutrients and relatively low in calories, such as:

- Vegetables
- Fruits
- Whole grains
- Dairy

\* Empty-calorie foods—foods that contribute calories, but lack key nutrients needed for good health.

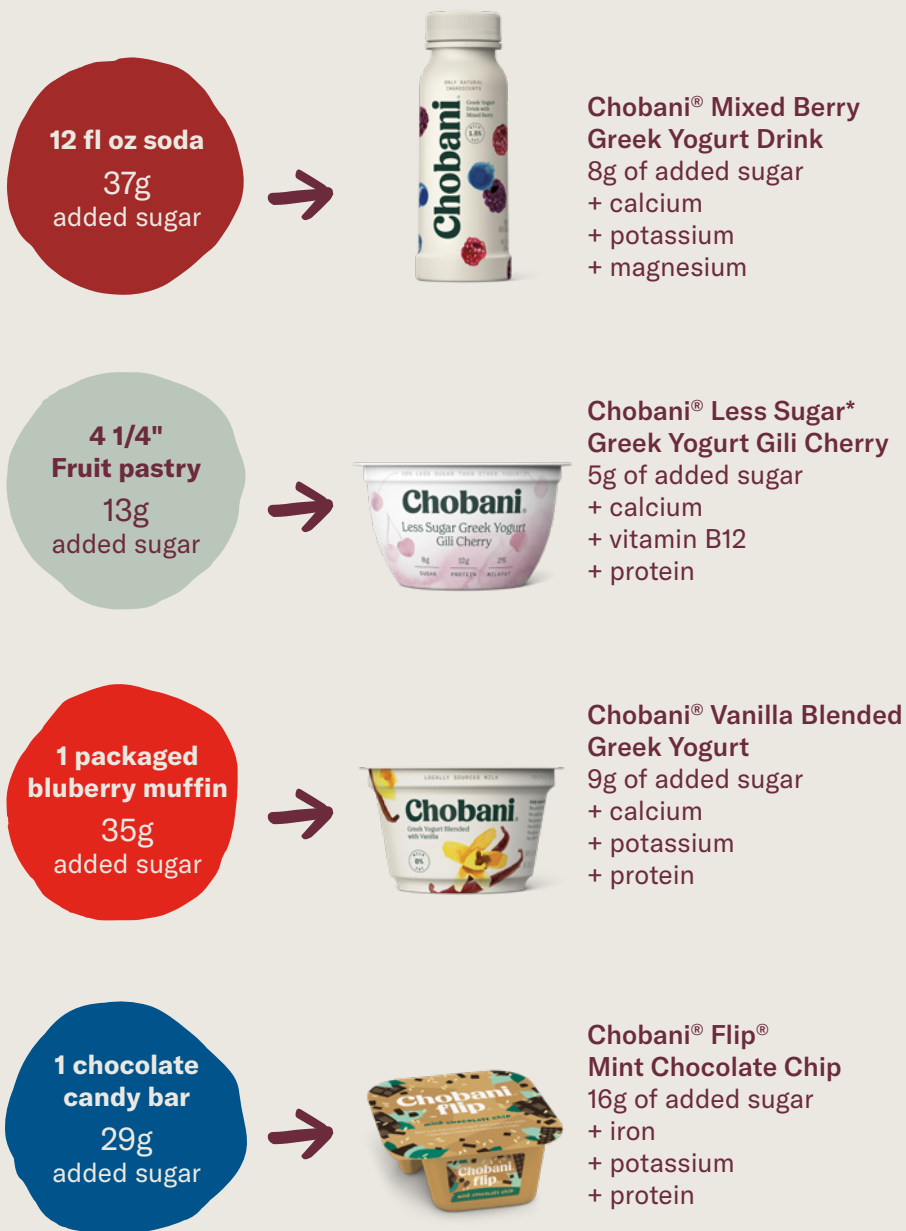
1. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 – 2020 Dietary Guidelines for Americans. 8th Edition. 2015 Dec. Available at <https://health.gov/dietaryguidelines/2015/guidelines/>.

2. O’Neil, CE, M. Zanovec, TA Nicklas and SS Cho (2012) Presweetened and Nonpresweetened Ready-to-Eat Cereals at Breakfast Are Associated With Improved Nutrient Intake but Not With Increased Body Weight of Children and Adolescents: NHANES 1999-2002. *Am J Lifestyle Med.* 6(1):63-74.



## Make Simple Shifts to Keep Added Sugars in Check

Simple shifts to naturally nutrient-dense options, like Chobani® yogurt, keep calories and added sugars in check, while providing necessary nutrients for good health.



Comparisons are made to standard reference items listed in the USDA National Nutrient Database as of September 2018.

\* Chobani® Less Sugar Greek Yogurt: 9g sugar; other yogurts: 18g sugar per 5.3 oz serving.

# The Power of High Quality Protein

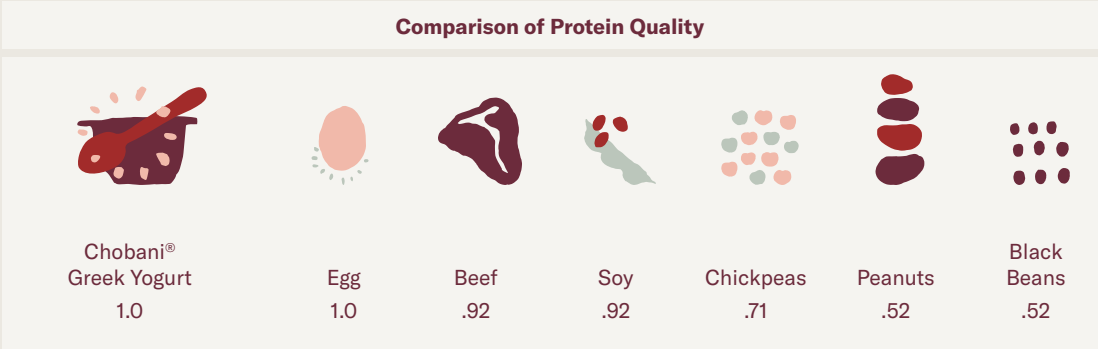
According to the 2015–2020 Dietary Guidelines for Americans, healthy eating patterns include a variety of protein foods in nutrient-dense forms. Authentically strained yogurt and Greek Yogurt are high-protein food choices that provide a powerhouse of nutrients. With double the protein of regular, unstrained yogurt,<sup>1</sup> Greek Yogurt is a particularly good choice to help meet these recommendations. And it’s not only an excellent source of protein, it’s also one of the best-used proteins by the body. With a power-packed protein profile that outweighs the small amount of sugar used to balance taste in the fruit varieties and blended varieties, Chobani® yogurt is a nutritious protein choice that can help people meet dietary recommendations and achieve an overall healthier diet conveniently and easily.



- Excellent source of protein (11–14g per 5.3oz cup)
- Chobani® yogurts have twice the protein of other traditional yogurts<sup>1</sup>
- No added protein—just high-quality, naturally occurring milk protein with all the essential amino acids
- Perfect PDCAAS (Protein Digestibility-Corrected Amino Acid Score) value of 1, which means it’s a high quality protein that is efficiently used by the body for growth and functions
- Naturally low in sodium<sup>2</sup>
- An excellent source of vitamin B12 and contributor of zinc

# Chobani® Yogurt Is a High-Quality Protein

A food’s protein quality is dependent on its ability to provide adequate amounts of all essential amino acids for good health. Chobani yogurts contain all nine essential amino acids needed for building and maintaining muscle tissue. And it even outranks the protein quality of other go-to sources like beef and soy, based on its PDCAAS value—a measure of protein quality recognized by the public health authorities and the FDA.<sup>3</sup>



1 Chobani® Greek Yogurt: avg. 12g protein; regular yogurt: avg. 6g protein, per 5.3oz serving.  
2 Chobani® Greek Yogurt (Non-Fat Plain), 70mg sodium per 5.3oz (150g) serving.  
3 FAO/WHO Joint Report: Protein quality evaluation in human diets. Food and Agriculture Organization, Food and Nutrition Paper 51. Rome, Italy: FAO/WHO, 1991:35–6.



## Chobani® Yogurt Is a Fuel for Fitness

Protein is essential for all lifestyles, but especially for active individuals. Since excess protein is not stored by the body, it must be provided throughout the day to fuel workouts and prevent muscle breakdown. With its excellent protein content, along with its versatility and portability, Chobani® yogurt can be packed, cooked, or used as a topping to supply essential fitness fuel for any time of the day!



## Make Chobani® Yogurt Part of a Healthy and Active Lifestyle

### Breakfast:

Pack a protein punch with  
Chobani® Peanut Butter  
Banana Smoothie  
**15g protein**

### Mid-Morning Snack:

Try our Chobani® Blueberry  
on the Bottom Non-Fat Greek  
Yogurt for a grab-and-go snack  
**12g protein**

### Lunch:

Try our Rotisserie Chicken  
Salad at lunch  
**26g protein**

### Afternoon Snack:

Turn snacking upside down  
with Chobani® Flip® Almond  
Coco Loco™  
**12g protein**

### Dinner:

Feed the entire family with  
our Crispy Chicken Tacos  
with Jicama Corn Salsa and  
Avocado Crema  
**37g protein**

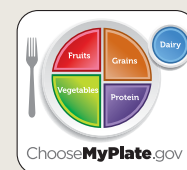
Visit [chobani.com](http://chobani.com)  
for more information  
and recipes.



## Naturally Delicious: Healthy Eating Tips for Families

Chobani® yogurt isn't just for breakfast! It's a flavorful and versatile ingredient in recipes and a nutrient-dense snack. There's something for every part of the day and every family member. Whether you're looking for ways to spend more quality time together or simply want to have healthier meals, consider these tips:

**1. Use MyPlate as a guide.** Each meal should be about one-quarter protein foods, one-quarter whole grains and one-half fruits and vegetables along with a dairy food. Pairing Chobani® yogurt with half an English muffin and peanut butter offers a healthy, balanced breakfast.



**2. Always on the run?** Fuel your family with nutritious grab-and-go options like sliced apples, baby carrots, Chobani® Greek Yogurt drinks, or a smoothie made with Chobani® Non-Fat Plain Greek Yogurt.

**3. Swap out butter, sour cream, mayonnaise, or oil for Chobani® Non-Fat Plain Greek Yogurt** in a recipe to lighten up the calories and create a great taste. Using 1 tbsp. of Chobani® Non-Fat Plain Greek Yogurt instead of 1 tbsp. of mayonnaise as a condiment or in a salad dressing can save over 85 calories.\*

**4. Even the smallest hands can get involved in the kitchen.** Ask your children to shred herbs and greens, clean fruits and vegetables, mix the ingredients, and set the table. If they're helping make the meal, they're more likely to eat it.

**5. Cooking with Greek Yogurt is a great way to enjoy the benefits of dairy,** especially for people who don't like or drink milk. Use Chobani® Greek Yogurt drinks in your favorite overnight oats recipe or pair with a whole grain cereal for breakfast or an afternoon snack. Bonus: Cereal will take longer to grow soggy!

**6. Create a technology-free zone during family meals.** Turn off all TVs and tablets and silence cell phones to get the conversation started!

**7. Snack smarter.** Choose nutrient-packed options that have more protein, less sugar, and fewer ingredients to conquer cravings and improve satiety. When afternoon cravings hit, swap your typical snack for a nutrient-dense option like our Chobani® Flip® snacks.

**8. Instead of ordering out on pizza night,** make personal pizzas with fresh, nutritious toppings, such as fresh veggies or Chobani® Plain Greek Yogurt, at home with the kids to reduce calories and increase protein.

**9. Cook extra meals on the weekend or double a recipe one night.** Freezing the leftovers means less scrambling to get dinner on the table when you're pressed for time.

Visit [chobani.com](http://chobani.com)  
for more information  
and recipes.

\* According to the USDA Agricultural Research Service National Nutrient Database for Standard Reference, replacing mayonnaise (94 calories per tablespoon (13.8g)) with Chobani® Non-Fat Plain Greek Yogurt (8 calories per tablespoon (13.8g)) saves 85 calories.








Something for Every Part of the Day: Nutritious Meal and Snack Ideas for Parents and Children

As any parent knows, mealtime can be a challenge even with the least picky eater. Kids want what’s delicious and parents want what’s nutritious. But why choose?

Chobani offers a variety of products to satisfy every part of the day, which helps parents make better, more nutritious choices to help build a healthier eating pattern for their family.

The sugar in our yogurt comes from natural sources—including fresh milk, fruit, and a touch of natural cane sugar—making it a choice people can feel good about. Yogurt is also a good source of calcium and has probiotics.

With these meal and snack ideas, parents can reduce calories and sugar and increase protein and calcium without spending hours in the kitchen. Parents can grab a yogurt pouch or tube then jump in the car with the kids, or whip up a perfect smoothie or pancakes the whole family will love!

Breakfast	Parent	Kids
	Chobani® Less Sugar* Greek Yogurt Wild Blueberry ¼ cup granola 1 large banana 12 oz. coffee with 2% milk  — or —  2 Chobani Perfect Pancakes 2 tbsp. maple syrup 1 cup mixed blueberries and blackberries 1 cup black tea with 2% milk	Chobani® Blueberry Fruit on the Bottom Greek Yogurt ½ English muffin 1 tbsp. peanut butter  — or —  2 Chobani Perfect Pancakes ½ cup mixed blueberries and blackberries 1 tbsp. butter 2 tbsp. maple syrup 1 cup 2% milk
Snack	Parent	Kids



1 Chobani® Mixed Berry Greek Yogurt Drink

1 Chobani® Gimmies™ See Ya Later Strawberry Pouch  
3 oz. apple juice

\* Chobani® Less Sugar Greek Yogurt: 9g sugar; other yogurts: 18g sugar per 5.3 oz serving.



## Lunch



## Parent

2 oz. grilled chicken  
2 cups romaine  
3 tbsp. Chobani Ranch Dressing  
1 whole wheat dinner roll  
8 oz. unsweetened iced tea

## Kids

2 oz. grilled chicken  
½ cup romaine lettuce  
1 tbsp. Chobani Ranch Dressing  
1 8" tortilla  
1 medium orange  
8 oz. water

## Snack



## Parent

½ cup of carrots  
2 tbsp. hummus

## Kids

¼ cup of carrots  
2 tbsp. hummus

## Dinner



## Parent

1 serving Chobani Fig, Pear, and Caramelized Onion Flatbread  
½ cup mixed frozen veggies  
1 tsp. butter  
1 Chobani® Strawberry Banana Greek Yogurt Drink

## Kids

1 serving Chobani Fig, Pear, and Caramelized Onion Flatbread  
½ cup mixed frozen veggies  
1 tsp. butter  
½ Chobani® Strawberry Banana Greek Yogurt Drink

## Dessert



## Parent

Chobani® Flip®  
Almond Coco Loco™

## Kids

Chobani® Flip®  
Buttercrunch Blast

Visit [chobani.com](http://chobani.com)  
for more information  
and recipes.



# Eat Chobani® Menu Models

Chobani® Yogurts—  
A Natural Part of Healthy Eating

## Eat Chobani® Menu Models

### Summary

As a nutrient-dense powerhouse food that is packed with protein and calcium and gives other key nutrients, like magnesium and B vitamins, Chobani® yogurt is a convenient foundation for building a healthier eating style right from the start. Menu modeling is a scientific method used to bring healthier eating styles to life, showing the precise role a food has in improving diets that aren't so healthy.<sup>1</sup> The following sample menus show how making small shifts with Chobani® yogurt products at meals and snack-time is an effective way to improve nutrient intake and enhance diet quality at any age.

### About the Menu Model

To show the role Chobani® products play in improving the typical American diet, baseline menus were developed for three age groups (adult, kid, toddler) using data on typical American eating patterns from 2011–2012 NHANES (National Health and Nutrition Examination Survey) and 2008 FITS (Feeding Infants and Toddlers Study). These baseline menus were adjusted to include “better” choices based on *2015–2020 Dietary Guidelines for Americans* recommendations (e.g., using whole grains over refined grains, or fruit packed in juice instead of heavy syrup) to represent simple shifts that lead to a healthier eating style, using the Healthy U.S.-Style Eating Pattern as the model.

The baseline menus were then realistically modified by making 2–3 Chobani® product substitutions per day, revealing, in turn, that whether eaten on its own, as a complement to nutrient-dense foods such as fruit and vegetables, or as a component of a recipe, Chobani® yogurt can contribute to improvements in the consumption of both recommended nutrients and foods.<sup>2</sup> These Chobani menu models thus help support the goals of the *2015–2020 Dietary Guidelines for Americans*—and the basis of the Healthy U.S.-Style Eating Pattern—to help Americans ages 2 and older make small shifts in their diet to reduce the risk of diet-related chronic diseases and maintain a healthy body weight.

### Benefits for Adults:

Swapping Chobani® yogurt products into 2–3 meals or snacks per day may:

- Reduce sugar intake by an average of 20g per week (up to 4,100 calories saved per year).
- Increase protein intake by an average of 23g per day.
- Increase calcium intake by an average of 25% per day.

### Benefits for Children:

Swapping Chobani® yogurt products into 2–3 meals or snacks per day may:

- Reduce sugar intake by an average of 76g per week.
- Increase dairy intake by an average of 14% per day.
- Reduce sodium intake by an average of 24% per day.

### Benefits for Toddlers:

Swapping Chobani® yogurt products into 2–3 meals or snacks per day may:

- Reduce sugar intake by an average of 32g per week.
- Increase fruit intake by an average of 37% per day.
- Increase dairy intake by an average of 24% per day.

Find full versions of all three 7-day menu models at [chobani.com/impact/chobani-health-and-wellness](http://chobani.com/impact/chobani-health-and-wellness)

<sup>1</sup> Britten P et al. MyPyramid Food Intake Pattern Modeling for the Dietary Guidelines Advisory Committee. 2006; 38(6 Suppl): S143–152.

<sup>2</sup> According to USDA MyPlate criteria, dairy products such as Chobani® yogurts are considered solely part of the Dairy Group. Although dairy does not count towards the Protein Foods Group, Chobani® yogurts still contributes a significant amount of this nutrient.

Eat Chobani<sup>®</sup> Menu Model—Adults  
Day 1

	Base Menu	Eat Chobani <sup>®</sup>	Nutritional Value	Base Menu	Eat Chobani <sup>®</sup>	Difference
Breakfast	¾ cup honey-nut oat cereal ½ cup 2% milk 1 medium apple 12 oz. black coffee, with 1 tsp. sugar	1 Chobani <sup>®</sup> Greek Yogurt with Peach on the Bottom (5.3oz) ⅓ cup granola 1 medium apple 12 oz. latte, 2% milk	Calories (kcal)	2291	2097	-194
			Total Fat (g)	115	81	-34
			Total Fat (%DV)	177%	125%	-52%
			Saturated Fat (g)	30	30	0
			Sat. Fat (%DV)	150%	150%	0%
Snack	1.5 oz. cheese-flavored tortilla chips 1 oz. ranch dip	½ cup cucumber, sliced 1 oz. Chobani <sup>™</sup> Ranch Dressing	Fiber (g)	30	30	0
			Total Sugar (g)	100	109	+9
			Sodium (mg)	1767	1323	-444
Lunch	1 serving Macaroni Salad: 4 oz. whole grain elbow macaroni 2 oz. mayonnaise 2 tbsp. onion, chopped ¼ cup celery, chopped 2 tbsp. hardboiled egg, chopped 12 oz. unsweetened iced tea	1 serving Pesto Pasta Salad: 4 oz. whole grain elbow macaroni 2 oz. Chobani <sup>™</sup> Pesto Vinaigrette 1 oz. fresh mozzarella ¼ cup cherry tomatoes 2 oz. grilled skinless chicken breast 12 oz. unsweetened iced tea	Sodium (%DV)	77%	58%	-19%
			Potassium (mg)	2583	2784	+201
			Potassium (%DV)	55%	59%	+4%
			Protein (g)	63	99	+36
			Vitamin A (%DV)	183%	174%	-9%
Dinner	3 oz. beef pot roast, lean ½ cup broccoli, steamed 1 oz. reduced-fat American cheese 5 oz. roasted sweet potato wedges 1 whole wheat dinner roll (1 oz.) ½ tsp. butter, unsalted 1 cup chamomile tea	3 oz. beef pot roast, lean ½ cup broccoli, steamed 1 oz. reduced-fat American cheese 5 oz. roasted sweet potato wedges 1 whole wheat dinner roll (1 oz.) ½ tsp. butter, unsalted 1 cup chamomile tea	Vitamin D (%DV)	17%	17%	0%
			Calcium (%DV)	48%	78%	+30%
			Grain Intake	104%	107%	+3%
			Vegetable Intake	72%	76%	+4%
			Fruit Intake	95%	97%	+2%
Dessert	4 oz. lemon sorbet ¼ cup blueberries	4 oz. lemon sorbet ¼ cup blueberries	Dairy Foods Intake	34%	62%	+28%
			Protein Foods Intake	61%	91%	+30%



Chobani<sup>®</sup> Menu Model—Children (4–8 years old)  
Day 1

	Base Menu	Eat Chobani <sup>®</sup>	Nutritional Value	Base Menu	Eat Chobani <sup>®</sup>	Difference
Breakfast	1½ cup 2% milk 1 cup toasted oat cereal ½ cup calcium-fortified orange juice	1½ cup 2% milk 1 cup toasted oat cereal ½ cup calcium-fortified orange juice	Calories (kcal)	1686	1308	-378
			Total Fat (g)	55	32	-23
			Total Fat (%)	117%	68%	-49%
Snack	½ tsp. peanut butter 6 saltine crackers (⅔ oz.)	4 oz. Chobani <sup>™</sup> Hummus 6 medium baby carrots 6 celery sticks	Saturated Fat (g)	22	11	-11
			Sat. Fat (%)	138%	69%	-69%
			Fiber (g)	18	25	+7
			Total Sugar (g)	124	86	-38
Lunch	6 chicken nuggets (from frozen) (4 oz.) 1 tbsp. barbecue sauce 1 medium orange 2 chocolate chip cookies (1 oz.)	½ serving Chobani <sup>™</sup> Rotisserie Chicken Salad ¾ cup red bell pepper strips 1 medium orange 1 Chobani <sup>®</sup> Gimmies <sup>™</sup> Choco Chunk Cookie Dunk Yogurt Crunch (4oz)	Sodium (mg)	2549	2080	-469
			Sodium (%)	134%	109%	-25%
			Potassium (mg)	2730	2950	+220
			Potassium (%)	72%	78%	+6%
Dinner	1 cup whole grain spaghetti ½ cup marinara sauce 3 tbsp. Parmesan cheese 1½ cup 2% milk, with 2 tbsp. chocolate syrup	1 cup whole grain spaghetti ½ cup marinara sauce 3 tbsp. Parmesan cheese 1 Chobani <sup>®</sup> Gimmies <sup>™</sup> Cookies & Cream Crush Yogurt Milkshake (4oz)	Protein (g)	67	72	+5
			Vitamin A (%)	190%	289%	+99%
			Vitamin D (%)	67%	84%	+17%
			Calcium (%)	153%	127%	-26%
Dessert	1 chocolate pudding cup (4 oz.)	1 Chobani <sup>®</sup> Gimmies <sup>™</sup> Super Berry Rocket Yogurt Tube (1.5oz)	Grain Intake	81%	60%	-21%**
			Vegetable Intake	20%	97%	+77%
			Fruit Intake	80%	81%	+1%
			Dairy Foods Intake	114%	99%	-15%
			Protein Foods Intake	50%	59%	+9%

Visit [chobani.com](http://chobani.com) for more information and recipes.

\* Percentage of recommendation based on Appendix 7, Nutritional Goals for Age-Sex Groups Based on Dietary Reference Intakes & Dietary Guidelines Recommendations in 2015-2020 Dietary Guidelines for Americans  
\*\* Decrease in grain intake due to the substitution of saltine crackers and peanut butter (snack) for more nutrient-dense Chobani<sup>™</sup> Hummus and baby carrots and celery

## The Chobani Family

Every Chobani® product is a commitment to crafting our delicious yogurt the right way, using only natural, non-GMO ingredients, including real fruit, and locally sourced milk without preservatives or artificial flavors. There's a protein-rich, nutritious Chobani® product to support you throughout your day, every day.



### Chobani® Greek Yogurt (5.3oz cups)



Better food, better flavor, naturally

**Grab a cup in the morning for breakfast. Enjoy throughout the day, as a snack or as part of your favorite recipe.**

Our authentic Greek Yogurt contains more protein than regular, unstrained yogurt.\* Single-serve containers of Chobani® Greek Yogurt include Fruit on the Bottom and Blended—yogurt and fruit mixed together in perfect harmony.

- Excellent source of protein (11–14g)
- Average 130 calories
- 13 flavors of Fruit on the Bottom
- 11 flavors of Blended, including limited-batch seasonal flavors

\* Contains 12% more of the Daily Value for protein than regular yogurt. Chobani® Greek Yogurt: avg. 12g protein; regular yogurt: avg. 6g protein, per 5.3oz serving.

## Multiserve and bulk (32oz tubs and 5lb bags)



Inspire creative discovery in the kitchen

**Perfect for cooking, baking, and mixing in smoothies and parfaits. A smart and delicious substitute for sour cream, mayo, and much more.**

Chobani® Plain Greek Yogurt is a refrigerator staple that serves as a versatile blank canvas to help you create nutritious and great tasting food without the sacrifice. Its deliciously rich taste and thick and creamy texture make it perfect for your morning yogurt bowl or smoothie. Plus, it's an excellent source of protein, which makes it a great substitute for ingredients such as heavy cream, sour cream, mayonnaise, and butter in a wide range of recipes—from dips and sauces to baked goods.

- 32oz tubs available in Whole Milk Plain, Low-Fat (2% milkfat) Plain, Non-Fat Plain, Vanilla Blended, Strawberry Blended, and Peach Blended
- 5lb bags available in Non-Fat Plain and Vanilla Blended

## Chobani® Gimmies™ (1.5oz tubes, 3.5oz pouches, 4oz bottles, and 4oz cups with mix-ins)



And now, a fun and nutritious snack for kids!

With both parent and child in mind, we designed Chobani® Gimmies™ to be a fun-for-kids food that parents can trust over other, less nutritious options. Chobani® Gimmies™ are intended to excite and inspire children to eat more nutrient-dense yogurt, which contributes to their daily intake of essential nutrients such as protein, calcium, and B vitamins.

- 2x more protein than the leading kids' yogurts\*
- Only natural, non-GMO ingredients
- No artificial flavors, sweeteners, or preservatives
- More nutrient-dense than other typical kids' snacks
- Packed with probiotics—made with six live and active cultures, including probiotics which support digestive and immune health
- Made with milk from cows not treated with rBST\*\*

\* Chobani® Gimmies™ Tubes: 4g sugar, 3g protein; leading kids' yogurt tubes: 6g sugar, 1.5g protein per 1.5oz serving. Chobani® Gimmies™ Milkshakes: 8g sugar, 6g protein; leading kids' drinkable yogurt: 12g sugar, 3g protein per 4 fl oz serving. Chobani® Gimmies™ Crunch: 8g protein; leading kids' yogurt with mix-ins: 4g protein per 4oz serving.

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

## Chobani™ Health and Wellness

### Chobani® Flip® (5.3oz cups with mix-ins)



The perfect snack when cravings hit

**Enjoy as an afternoon snack. Swap for dessert.  
Stash in the fridge for a treat after dinner.**

When afternoon cravings hit, hit them back with a delicious Chobani® Flip® yogurt. Inspired by the flavors crafted at our Chobani SoHo® café, Chobani® Flip® is a unique combination of creamy Chobani® Greek Yogurt with natural tasty goodies on the side.

- An excellent source of protein (11–13 grams; 22–26% DV)
- 150–230 calories per serving
- There are now 25 different varieties of Chobani® Flip® products including one rotating limited-batch flavor

### Chobani® Greek Yogurt Drinks (7oz yogurt beverage)



Spoons need not apply

**In your bag or in the fridge at work, Chobani® Greek Yogurt Drink is a great anytime snack between meals. Grab one with one hand, cross an item off your to-do list with the other.**

Chobani® Greek Yogurt Drink is made with only natural ingredients including real fruit and probiotics. An excellent source of protein and calcium, perfect portable nutrition on-the-go.

- Delicious flavors include Mango, Mixed Berry, Strawberry Banana, Orange & Cream, Cherry Vanilla, Coffee & Cream, Piña Colada, Peach, and Vanilla Bean.
- ½ less sugar than other adult yogurt drinks.\*

\* Chobani® Greek Yogurt Drinks: avg 15g sugar; other adult yogurt drinks: avg 23g sugar per 7oz serving.



**Chobani® Less Sugar\* Greek Yogurt**  
(5.3 oz cups)



A hint of subtle sweetness

**Grab a cup in the morning for breakfast. Enjoy throughout the day, as a snack, or as part of your favorite recipe.**

Those who prefer a milder, less sweet Greek Yogurt option will love Chobani® Less Sugar\* Greek Yogurt. It's delicious, nutritious authentically strained low-fat (2% milkfat) Greek Yogurt blended with carefully curated varietal fruits and spices. Each cup has 120 calories, 12g of protein, and no more than 9g of sugar.

- High protein, 50% less sugar than other yogurts\*
- Nothing artificial, just a hint of real varietal fruits and spices for delicious flavor
- Only natural, non-GMO ingredients
- 6 varieties including Alphonso Mango, Gili Cherry, and Madagascar Vanilla & Cinnamon

**Chobani® Savor™ topper**  
(14oz)



A convenient topping for better nutrition

Chobani® Savor™ is our same delicious plain Greek Yogurt in an easy-to-use, resealable squeeze pouch for a mess-free topping you can feel good about incorporating into your favorite meal and snack recipes. Swapping Chobani® Savor™ for sour cream is a smart alternative to boost nutrition and keep calories lower, without sacrificing on taste.

- Keeps calories and fat in check: Two tablespoons of Chobani® Savor™ contains 50% fewer calories and 75% less fat than the equivalent amount of sour cream.\*\*
- Powerful protein punch: Chobani® Savor™ provides 3x more protein than the equivalent amount of sour cream.\*






\* Chobani® Less Sugar Greek Yogurt : 9g sugar; other yogurts: 18g sugar per 5.3oz serving

\*\* Chobani® Savor™ average: 25 calories, 3g protein, 1g fat; sour cream: 60 calories, 1g protein, 6g fat per 2 tbsp serving.

# Simple Shifts to Better Beverages

What kids drink counts. Sugar-sweetened beverages like soda and fruit-flavored drinks provide only extra calories and few, if any, nutrients. With many children struggling to meet their nutritional needs,\* shifting to naturally nutrient-dense beverages is key.

Modeling shows that shifting from common sugar-sweetened beverages to nutrient-dense beverages in daily food choices—including milk, Greek Yogurt drinks, and 100% juice†—helps young children (2-5 years) achieve better diets. These simple shifts help kids boost intakes of under-consumed nutrients and get the essential components they need for a healthy eating pattern, like calcium, potassium, and natural high-quality protein—all while keeping sugars in check.

Before Shift	After Shift	Difference
2 graham crackers 4 oz. fruit-flavored drink	 2 graham crackers 4 oz. 100% apple juice†	magnesium +5 mg potassium +79 g sugar -7 g
1/2 tuna sandwich 1/4 cup applesauce 4 oz. fruit punch	 1/2 tuna sandwich 1/4 cup applesauce 4 oz. Greek Yogurt drink	calcium +87 mg potassium +136 mg protein +5 g sugar -4 g
8 vanilla wafers 4 oz. lemonade	 5.3 oz. Greek yogurt 4 oz. water	calcium +138 mg potassium +154 mg protein +9 g sugar -8 g
1/3 cup spaghetti with sauce 1/2 roll 1/4 cup green beans 4 oz. soda	 1/3 cup spaghetti with sauce 1/2 roll 1/4 cup green beans 4 oz. non-fat chocolate milk	calcium +143 mg vitamin D +1 mcg protein +4 g sugar -1 g
1 ice cream sandwich	 5.3 oz. Vanilla Blended Greek Yogurt 1/4 cup sliced strawberries	calcium +97 mg potassium +198 mg protein +10 g sugar -2 g

\* Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Appendix E-2.1: Usual Intake Distributions, 2007-2010, By Age/Gender Groups. USDA, HHS. 2015.

† According to the 2015-2020 *Dietary Guidelines for Americans*, 100% juice is a nutrient-dense beverage and can count towards daily fruit servings. However, 100% juice should make up only half of the daily fruit recommendation, or ½-¾ cups a day for children 2-5 years.







# American Heart Association®-Certified Recipes with Chobani® Yogurt



see footnote\*

Chobani™ Health and Wellness works together with nutritionists to inspire simple shifts that support healthy eating patterns and improve the health of Americans wherever they are. As a naturally nutrient-dense dairy food, Chobani® Greek Yogurt is an easy way to make your favorite recipe healthier and a source of inspiration for your next meal or snack. The American Heart Association® has certified select Chobani recipes so you can be sure that, in addition to being delicious, they fit in a heart-healthy eating style.

## Overnight Oats



### INGREDIENTS

1 cup Chobani® Whole Milk Plain Greek Yogurt  
1½ cups milk  
¼ cup honey  
1 cup rolled oats  
2 tsp. chia seeds  
2 tbsp. flax seed  
¼ tsp. cinnamon  
½ tsp. kosher salt  
½ cup sliced almonds  
3 tbsp. sunflower seeds  
2 tbsp. coconut flakes  
¼ cup raisins  
1 cup diced apples  
½ tsp. orange zest

### INSTRUCTIONS

1. In a small pot, heat milk and honey on low until warm. Pour over oats and stir until well mixed.
2. Combine rest of ingredients, except for yogurt, into oat mixture. Refrigerate overnight.
3. Fold in yogurt and serve cold.

## Hummus



### INGREDIENTS

¼ cup Chobani® Non-Fat Plain Greek Yogurt  
1 cup canned and rinsed chickpeas  
½ cup tahini  
2 tsp. minced garlic  
2 tbsp. fresh lemon juice  
½ tsp. kosher salt  
½ tsp. ground cumin  
1 pinch fresh ground black pepper  
¼ cup water  
2 tbsp. extra virgin olive oil

### INSTRUCTIONS

1. In a food processor, combine chickpeas, tahini, garlic, lemon juice, cumin, salt, pepper, water, and olive oil. Process until smooth, about 5 minutes.
2. Add the yogurt to the food processor and process just until fully incorporated.
3. Keep hummus refrigerated until ready to serve.

## Roasted Butternut Squash Soup



### INGREDIENTS

1 cup Chobani® Non-Fat Plain Greek Yogurt  
8 cups chopped butternut squash  
½ cup extra virgin olive oil  
1½ tsp. ground cinnamon  
1 tsp. ground nutmeg  
¼ tsp. cayenne pepper (optional)  
1 tsp. kosher salt  
1 cup chopped yellow onion  
3 cloves minced garlic  
2 quarts low-sodium vegetable or chicken broth  
Pinch fresh ground black pepper  
1 cup croutons (optional for garnish)

### INSTRUCTIONS

1. In a baking dish, toss squash with cinnamon, nutmeg, cayenne, salt, and ¼ cup of olive oil. Roast at 400°F for 12 minutes.
2. In a large pot over medium-high heat, cook onions and garlic in remaining 2 teaspoons oil until tender. Add squash and cook 5 minutes. Add broth and simmer for 30 minutes. Turn off heat and blend soup with yogurt in three batches and serve.

\* Heart-Check Certification does not apply to products or information in this handout unless expressly stated.



# Your favorite recipes just got smarter

Chobani® Greek Yogurt is a smart ingredient that you can use to plus-up the nutrition of your favorite recipes.

Try Chobani® Greek Yogurt instead of other common ingredients for a better dish:

Mayonnaise



Chicken salad  
Deviled eggs  
Coleslaw  
Crab cakes

Buttermilk



Pancakes  
Fried chicken  
Ranch dressing  
Waffles

Sour cream



Cheesecake  
Guacamole  
Baked potatoes  
Nachos

Heavy cream



Soups  
Alfredo sauce  
Mashed potatoes  
Whipped cream



chobani.com/recipes



To us, delicious food begins with real ingredients straight from nature. Greek Yogurt, in its natural form, is one of the simplest foods on the planet. And, because of the authentic straining process, it is unmatched in both taste and function as an ingredient in culinary creations. With twice the protein of regular yogurt\*, Chobani® Greek Yogurt adds creamy texture and delicious flavor to your favorite dishes.

Chobani® Plain Greek Yogurt is a refrigerator staple that serves as a versatile blank canvas to help you create nutritious and great tasting food without the sacrifice. Its deliciously rich taste and thick and creamy texture make it perfect for your morning yogurt bowl or smoothie. Plus, it’s an excellent source of protein, which makes it a great substitute for ingredients such as heavy cream, sour cream, mayonnaise, and butter in a wide range of recipes—from dips and sauces to baked goods. Chobani® Plain Greek Yogurt is available in Non-Fat (0% milkfat), Low-Fat (2% milkfat), and Whole Milk (5% milkfat) varieties.

A Simple Shift for a Healthier Recipe

Spoon for spoon, Chobani® Greek Yogurt is a great way to plus up the nutritional value of any recipe. Shifting to Greek Yogurt, instead of other common culinary ingredients, is a step toward a healthier diet by reducing calories and fat and increasing protein and other essential nutrients.

	Protein	Fat	Calories
Chobani® Non-Fat Greek Yogurt vs. Cream Cheese	50% more	100% less	80% less
Chobani® Non-Fat Greek Yogurt vs. Heavy Cream	2x more	100% less	80% less
Chobani® Non-Fat Greek Yogurt vs. Sour Cream	2x more	100% less	70% less
Chobani® Low-Fat (2% Milkfat) Greek Yogurt vs. Cream Cheese	70% more	90% less	70% less
Chobani® Low-Fat (2% Milkfat) Greek Yogurt vs. Heavy Cream	2x more	90% less	70% less
Chobani® Low-Fat (2% Milkfat) Greek Yogurt vs. Sour Cream	3x more	90% less	60% less
Chobani® Whole Milk Greek Yogurt vs. Cream Cheese	50% more	80% less	70% less
Chobani® Whole Milk Greek Yogurt vs. Heavy Cream	2x more	80% less	70% less
Chobani® Whole Milk Greek Yogurt vs. Sour Cream	2x more	70% less	40% less

Disclosure: Chobani® Non-Fat (0% Milkfat) Plain Greek Yogurt: 22g protein, 0g fat, 120 calories; Chobani® Low-Fat (2% Milkfat) Plain Greek Yogurt: 24g protein, 4.5g fat, 170 calories; Chobani® Whole Milk (5% Milkfat) Plain Greek Yogurt: 22g protein, 11g fat, 230 calories; Sour Cream: 6g protein, 44g fat, 450 calories; Heavy Cream: 7g protein, 86g fat, 809 calories; Cream Cheese: 14g protein, 80g fat, 812 calories per 1 cup serving.

