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## **Increase Student Satisfaction with Yogurt at the Salad Bar with New Yoplait® Branded Point-of-Sale Materials**

***Yoplait® ParfaitPro™ Provides Sustainable Salad Bar Solution***

**MINNEAPOLIS (Dec. 7, 2011)** – College and university operators can now tell patrons their salad bar features Yoplait, the No. 1 selling brand of yogurt<sup>2</sup>, with new Yoplait®-branded spoons and point-of-sale materials designed exclusively for the salad bar. According a recent survey, nearly half of college and university students surveyed said their satisfaction would increase if their salad bar yogurt was Yoplait branded instead of unbranded<sup>1</sup>.

Yoplait® ParfaitPro™ bulk yogurt is an ideal fit for salad bars. Available in low-fat vanilla and strawberry, this 64-ounce bag of yogurt and can be used to quickly stock salad bars and make great -tasting parfaits. In addition, ParfaitPro cases takes up the same amount of refrigerator space as a conventional bulk yogurt case, but holds twice as much product.

“We recognize that students want variety and brands they know and trust while operators have space and cost limitations, which is why Yoplait ParfaitPro is perfect for salad bars,” said Joffrey Wilson, associate marketing manager, General Mills Foodservice. “It offers student satisfaction and the convenient pouch design makes it easy to get every last drop out and takes up minimal space in the trash.”

Yoplait® ParfaitPro™ also offers operators a sustainable solution to bulk yogurt. With its innovative packaging, operators use 72 percent less plastic than traditional 32-ounce tubs<sup>3</sup> – saving about 100 pounds of waste per year<sup>4</sup>.

For more information about Yoplait® ParfaitPro™ and branded point-of-sale options for the salad bar, operators can contact their General Mills Foodservice representative or visit [www.generalmillsfoodservice.com](http://www.generalmillsfoodservice.com).

### **About General Mills Foodservice**

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products, including Cheerios®, Yoplait® yogurt, Nature Valley® granola bars, Gold Medal® baking mixes, Pillsbury® biscuits and other sweet goods. The division generates more than \$1.8 billion in annual sales.

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1 – Cereal & Yogurt Preference among C&U students participating in a college meal plan, C&U Research, April 2010.

2 – AC Nielsen Unit Volume for 52 weeks ending 2/12/11 and PEI Yogurt Performance Monitor, 12 months ending May 2010.

3 – Based on comparison of plastic weight to 32 oz. tubs for equivalent yogurt volume. Corrugate weight not included due to high recyclability.

4 – Based on GMI Foodservice internal survey of operators (Feb. 2007), an average operator makes 25 parfaits/day containing 8 oz. of yogurt each.