



Create Greek Yogurt Parfaits in Four Simple Steps with Yoplait ParfaitPro® Greek

Yoplait gives operators a simple solution to bridge the popularity of Greek yogurt and parfaits to boost business.

MINNEAPOLIS (Oct. 18, 2012) – Two of today’s biggest trends, Greek yogurt and parfaits, come together with new Yoplait ParfaitPro® Greek yogurt from General Mills Foodservice. The first Greek bulk yogurt available in an easy-to-use bag, Yoplait ParfaitPro® Greek gives operators a fast and efficient way to create parfaits and deliver on the growing consumer preference for Greek yogurt.

Greek yogurt is the fastest growing yogurt segment¹ and represents 25 percent of the yogurt category,² making Greek yogurt parfaits a great way to boost business. Yoplait ParfaitPro® Greek makes it easy to assemble parfaits with unique packaging that saves time, space and waste. The sustainable 64-ounce bag with a resealable cap generates 48 percent less plastic waste than traditional 32-ounce tubs³ and allows operators to portion parfaits quickly with greater control in four simple steps: knead, open, squeeze and toss.

“We brought together the best of both worlds in new Yoplait ParfaitPro® Greek,” said Sharon Duchin, associate marketing manager at General Mills Foodservice. “Now operators have an easy way to drive sales by giving patrons another option for on-trend parfaits that meets demand for Greek yogurt.”

With double the protein of regular yogurt⁴, Yoplait ParfaitPro® Greek is the only leading national bulk Greek yogurt brand that contains an excellent source of calcium, vitamin A and vitamin D⁵. Available in non-fat honey vanilla flavor, Yoplait ParfaitPro® Greek is also gluten free.

General Mills offers operators additional bulk yogurt products to meet their diverse needs, including Yoplait® ParfaitPro yogurt in low-fat vanilla and strawberry, Mountain High® Yoghurt

in low-fat plain and original style plain, and Yoplait 32-ounce tubs in low-fat creamy strawberry, low-fat creamy vanilla and fat-free plain.

For more information about Yoplait ParfaitPro® Greek, to see a [video demonstration](#) or to get parfait ideas using Greek yogurt, please contact your General Mills Foodservice representative or visit 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– Based on retail unit sales, AC Nielsen, MFYTD four weeks ending 12/31/11.

2– ACNielsen Total USA X-AOC 52 weeks, unit sales ending 7/28/12.

3 – Based on comparison of plastic weight to 32 oz. tubs for equivalent yogurt volume.

4 – Yoplait Greek contains 12 grams of protein per six-ounce serving versus Yoplait regular non-Greek yogurt, which contains five grams of protein per six-ounce serving.

5 – Based on nutrition comparisons from dannon.com, chobani.com, fageusa.com, greekgodsyogurt.com – 8/12

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