

yoplait
PARFAIT
—CAFÉ—

Transform your salad bar into an all-day destination!

- Help capture incremental sales with our Yoplait® Parfait Café branding kit
- Give your customers the ability to customize parfaits their way

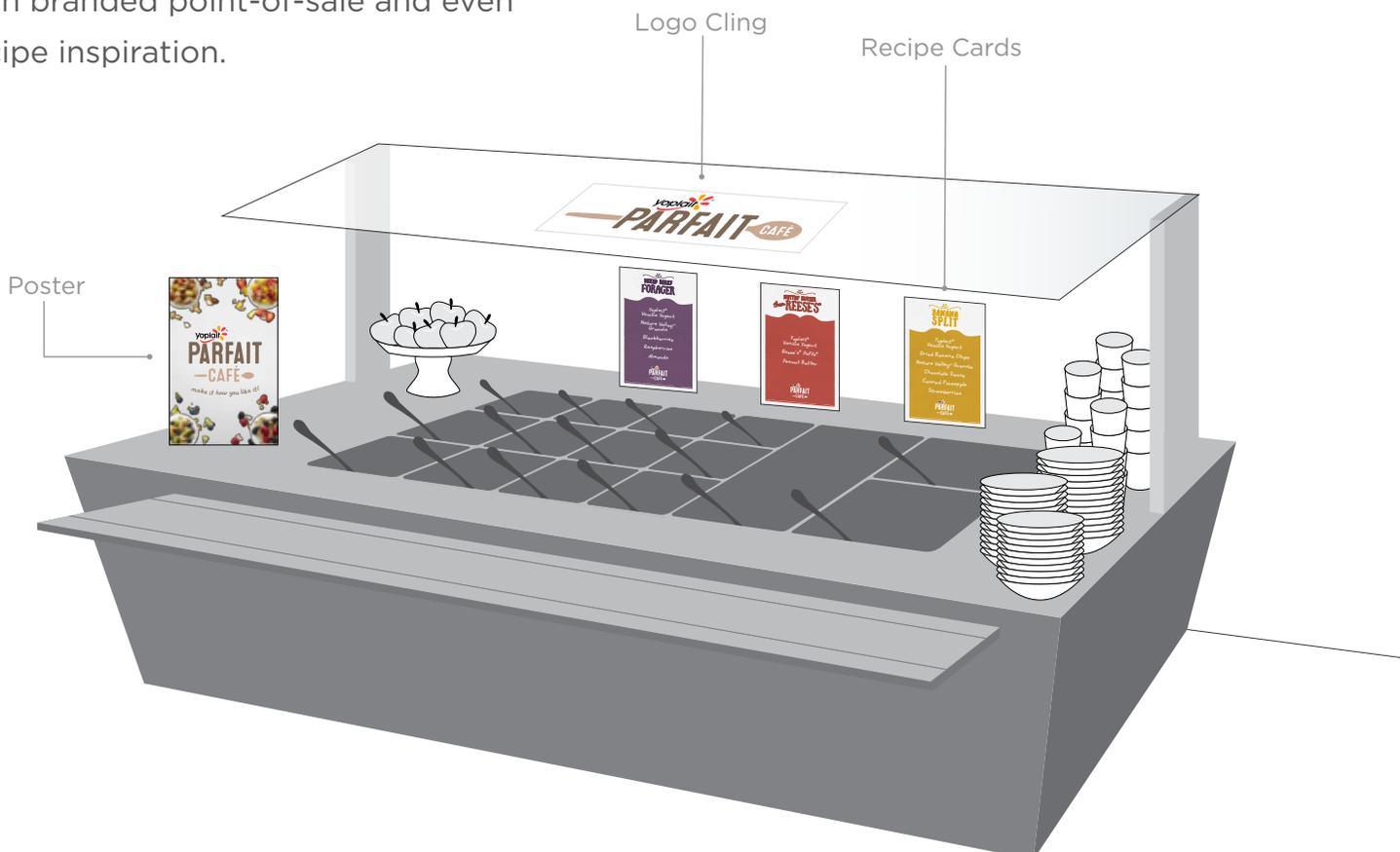
Respond to **growing trend** with a **seamless solution!**

A recent Technomic survey revealed over **50% of consumers** admit to snacking between meals—with one-third adding they would purchase more snacks if **healthier options** were available.¹

Yoplait® Parfait Café offers an innovative way to cater to this **growing demand** by transforming your salad bar into an **on-trend** parfait station during typically unused dayparts. **Help drive incremental revenue** while you let customers **get creative** with wholesome combinations of yogurt, fresh fruits, cereals and more.

Set up **your salad bar** **for all day success**

Our Yoplait® Parfait Café kit makes implementation a breeze. **We provide all the tools** to convert your salad bar with branded point-of-sale and even recipe inspiration.



¹ "2016 Snacking Occasion Consumer Trend Report," Technomic.

See how profitable your Yoplait® Parfait Café can be!

The chart below provides cost and profitability estimates based on a typical parfait your patron may create!

Potential Profit Chart		
Yoplait® ParfaitPro® Yogurt	6 oz.	\$0.54
Fruit	2 oz.	\$0.40
Nature Valley™ Parfait Granola	1 oz.	\$0.30
12 - 14 oz. clear cup		\$0.10
Your total estimated cost		\$1.34
SRP=\$0.40/oz.		\$3.60
Estimated Profit		\$2.26 per parfait

Yoplait® Parfait Café tips for success!

	<p>Flavored SKUs like Yoplait® ParfaitPro® Vanilla, Strawberry and Greek Vanilla are must-haves!</p>	<p>Offer NEW ParfaitPro® Greek Vanilla. Perfect for on-trend parfaits, smoothies and more. Gelatin ingredient removed and new Vanilla flavor to enable versatility. More than 2x the protein of regular yogurt!*</p>
<p>Fruit/ Savory</p>	<p>Mountain High™ is a premium, European-style yoghurt with a neutral palate that is ideal for culinary applications.</p>	<p>Utilize fresh, frozen or canned fruit for new flavor combinations. For savory options, try offering avocado, basil, pumpkin seeds, sea salt, cracked pepper and olive oil.</p>
<p>Toppings</p>	<p>Nature Valley™ Parfait Granola has a smaller crumble and crispier texture designed to hold up longer in yogurt.</p>	<p>A satisfying crunch can also come from nuts or other cereals such as Cinnamon Toast Crunch™, gluten-free Rice Chex™, or flax seeds. Also try honey, chocolate syrup, or strawberry sauce.</p>

Reduce product waste!

Use your Yoplait® Parfait Café leftovers to provide some tasty grab & go items all day long.

Create grab & go parfaits with leftovers from the daily bar for incremental retail profit!

Layer leftover fruit and yogurt with crumbled day old muffins, cake or cookies to make trifles.

Get more life out of salad dressings by mixing them with Greek yogurt to make a flavor-enhanced savory parfait base.

*Yoplait® ParfaitPro® Greek has 20g protein per 8oz serving. Fat Free Traditional yogurt has 7g per 8oz serving.

Create your own Yoplait® Parfait Café:

Purchase any SKU of Yoplait® Bulk Yogurt and Nature Valley™ Granola (see below) to receive all the kit items to serve your all-day traffic. Contact your General Mills salesperson today for your free starter kit!

KIT INCLUDES:

- Posters
- Sneeze guard logo cling
- Recipe cards
- Customizable recipe card



Customizable Recipe Card



Posters



Sneeze Guard Logo Cling



Recipe Cards

Eligible Products

Yoplait® Yogurt	UPC	Case Pack
Yoplait® ParfaitPro® Strawberry Yogurt	16631	6/4 lb.
Yoplait® ParfaitPro® Vanilla Yogurt	16632	6/4 lb.
New! Yoplait® ParfaitPro® Greek Vanilla Yogurt	41167	3/4 lb.
Yoplait® Nonfat Plain Yogurt	00438	6/32 oz.
Yoplait® Greek Plain Yogurt	38414	6/32 oz.
Mountain High™ Yoghurt		
Mountain High™ Whole Milk Yoghurt Plain	60016	6/32 oz.
Nature Valley™ Granola		
Nature Valley™ Bulkpak Parfait Granola	37854	4/50 oz.
Nature Valley™ Granola	27111	4/50 oz.
Cascadian Farm™ Granola		
Cascadian Farm™ Oats and Honey Granola Bulkpak Cereal	12772	4/44 oz.

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Food-Management.com

One operator's parfait bar success story.

A Minneapolis hospital took on the Yoplait®-branded parfait bar concept in lieu of their nearly empty salad bar at breakfast time. The results? While the old bar sold about 10 servings each day, the Yoplait® Parfait Café moved more than 40 servings per day!*

*8 week test: January-February 2013



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