

# MAXIMIZE YOUR CUP YOGURT REVENUE WITH *Superior Nutrition from Yoplait!*

Yoplait is delivering great taste and superior nutrition with traditional yogurt. Shelving Yoplait Original and Light Yogurt will help meet consumers' nutrition needs with a brand they trust, and products they love!

*Yoplait*  
has 3x the  
Household  
Penetration of  
Dannon<sup>1</sup>



## *Yoplait Original Style Yogurt*

**DELIVERS SUPERIOR NUTRITION WITH  
MORE CALCIUM AND VITAMIN D**

45% of Americans\* are not meeting their daily Calcium needs.<sup>2</sup>

Yoplait's improved nutrition delivers more Calcium and Vitamin D to help build and maintain strong, healthy bones.

**Yoplait Original Yogurt is now:**

- Excellent Source of Calcium
- Excellent Source of Vitamin A
- 15% Daily Value of Vitamin D
- Gelatin Free!

**Yoplait Original Style Yogurt deliver more Calcium and Vitamin D per cup than Dannon<sup>3</sup>**



## *Yoplait Light Yogurt*

**DELIVERS TASTY NUTRITION TO  
MEET MODERN DIET PRINCIPLES**

As consumer interest in nutrition macros grows, sugar is the #1 ingredient people are trying to avoid in their diet<sup>4</sup>

**Yoplait Light delivers the macros consumers are looking for!**

- Only 1g of added sugar
- 0g of fat
- Only 80 calories
- Relevant for 5x more diets

**Yoplait Light Yogurt has less sugar than Dannon Light & Fit<sup>5</sup>**



<sup>1</sup> Nielsen Homescan - HH Penetration, Retail, Cal Yr 2019

<sup>2</sup> Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2015-2016]

<sup>3</sup> Dannon Fruit on the Bottom 5.3oz, Strawberry, Blueberry & Peach, Nutrition Facts as of 9/25/2020

<sup>4</sup> Nielsen GMI Barriers Survey April-May 2020

<sup>5</sup> Dannon Light & Fit 5.3oz, Blueberry, Peach & Strawberry, Nutrition Facts as of 1/17/2021

\*45% of Americans 2yrs & older

# DRIVE REVENUE WITH THE *right cup yogurt items on shelf*

Having the right cup yogurt set will help your operation **meet demand for variety, deliver on the nutrition needs of your consumers, and ultimately drive sales.** Our category management experts offer the following tips and tricks for maximizing revenue from cup yogurt:

- Make the majority of your set "Core" SKUs, including the top-selling traditional, light and Greek products
- Capture rapidly growing retail trends by allotting 20-25% of shelf space to emerging yogurt types like Simply Better products
- Organize your on-shelf cups by type, then brand, then flavor
- Duplicate flavors no more than 2x across types to maximize flavor variety

## HEALTHCARE 6 CUP SHELF SET



Ask your  
General Mills  
sales rep about  
yogurt sets  
customized for  
your channel &  
shelf space!



## YOPLAIT SINGLE SERVE YOGURTS

*Improved nutrition, great for Grab & Go!*

### Yoplait Original 6oz

Product Description	Distributor Code	UPC Code	Case Count
Yoplait® Original Cherry Orchard		100-70470-00303-7	12/6oz
Yoplait® Original French Vanilla		100-70470-00323-5	12/6oz
Yoplait® Original Harvest Peach		100-70470-00307-5	12/6oz
Yoplait® Original Lemon Burst		100-70470-00306-8	12/6oz
Yoplait® Original Mixed Berry		100-70470-00310-5	12/6oz
Yoplait® Original Mountain Blueberry		100-70470-00302-0	12/6oz
Yoplait® Original Red Raspberry		100-70470-00301-3	12/6oz
Yoplait® Original Strawberry		100-70470-00300-6	12/6oz
Yoplait® Original Strawberry Banana		100-70470-00313-6	12/6oz
Yoplait® Original Variety Pack (Strawberry, Mixed Berry/Blueberry)		100-70470-14414-3	18/6oz

### Yoplait Light (Fat Free) 6oz

Product Description	Distributor Code	UPC Code	Case Count
Yoplait® Light Blueberry Patch		100-70470-00652-6	12/6oz
Yoplait® Light Harvest Peach		100-70470-00655-7	12/6oz
Yoplait® Light Key Lime Pie		100-70470-00665-9	12/6oz
Yoplait® Light Red Raspberry		100-70470-00651-9	12/6oz
Yoplait® Light Strawberry		100-70470-00650-2	12/6oz
Yoplait® Light Strawberries 'N Banana		100-70470-00654-0	12/6oz
Yoplait® Light Very Cherry		100-70470-00653-3	12/6oz
Yoplait® Light Very Vanilla		100-70470-00643-4	12/6oz
Yoplait® Light Variety Pack (Strawberry/Blueberry/Peach)		100-70470-18822-2	24/6oz



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