



Yoplait®

**K-12 OPERATOR
GUIDE**





THE Yoplait® STORY

BEFORE YOPLAIT® BECAME THE #1 K-12 YOGURT¹, it set out to continue one of the world's oldest, most storied food traditions. The brand first started as an alliance between six major French dairy co-ops in the '60s, each with strict standards on caring for their land and cows. Quickly, **Yoplait's iconic flower logo**, sophisticated **European aesthetic** and **unmatched taste** upended how people ate yogurt—in France, and around the world.

Yoplait went on to become a U.S. sensation, and eventually made a huge impact on K-12 meals. With a variety of products, Yoplait has continued to be a leader in schools with **great-tasting yogurt** that fits into a nourishing, balanced diet for growing students.

We're excited to continue on our path as the go-to K-12 yogurt with **exciting new products**, more **sustainable practices** from our farmer-led co-ops and the **same great taste** students know and love.



1965



French dairy co-ops Yola and Coplait merge, creating Yoplait®

1977



Yoplait® joins General Mills

1979

A U.S. Yoplait® ad campaign features American celebrities speaking French



1997

Yoplait® launches Save Lids to Save Lives, raising \$34 million for breast cancer charities



1999



The very first snack-style yogurt tube launches

2009



The first bag yogurt for the foodservice industry launches

Yoplait® through the years

¹The NPD Group/Supply Track®, Yogurt in All Foodservice, 12 months ending July 2018, in \$ & pounds.

A tradition of **INNOVATION**

Did you know that Yoplait® was the **first to offer bagged yogurt to K-12**? For decades, we've paved the way with **industry-changing products** like:



ParfaitPro®: Foodservice's first bag bulk yogurt. Its **easy-to-pour bag** takes up less fridge space and creates less waste.



Go-Gurt®: A school lunch revolution, and the **fastest-selling yogurt** product ever released.²



Trix™ Yogurt: Inspired by our popular cereal, Trix™ yogurt has a taste kids know and love. It continues to rank as one of the most popular options in K-12.



Yoplait® Smooth: A new, trendy 4 oz. cup yogurt made for **secondary students** in three delicious flavors.

In recent years, our passion for quality has extended to a number of **innovative sustainability practices**, including:

- **Sustainably sourcing** 91% of U.S. **dairy**, with the goal of reaching 100% by 2020³
- Advancing **regenerative agriculture practices** on 1 million acres of farmland by 2030⁴
- Partnering with three dairies (which account for ~16% of the raw milk used in North American Yoplait® products⁵) to pilot regenerative agriculture practices with the goal of **reducing on-farm greenhouse gas emissions, rebuilding soil health and improving animal welfare**
- **Reducing** the amount of **plastic** used in ParfaitPro® bag packaging (less than less than the main competitor bag packaging)⁶

2009



Commits to only source rBST-free milk from cows not treated with artificial growth hormones

2012



Removes high-fructose corn syrup from yogurts

2015



Reduces sugar in Trix™ Yogurt from 19g to 14g per serving

2017



Removes gelatin from Trix™ Yogurt

2018



Removes gelatin from formula

2018



Yoplait® Smooth launches

¹Cloud, J. (Nov. 5, 2000) "The Goddess of Go-Gurt." TIME Magazine

²IRI Top 10 New Product Pacesetters 2018

³"Sustainable Sourcing." www.generalmills.com

⁴"Regenerative Agriculture" www.generalmills.com

⁵Based on internal GMI sourcing

⁶Based on third party analysis of bag layer composition and thickness (conducted 7/19/19), per pound basis. Dannon Pro packaging is 24% thicker than ParfaitPro® packaging

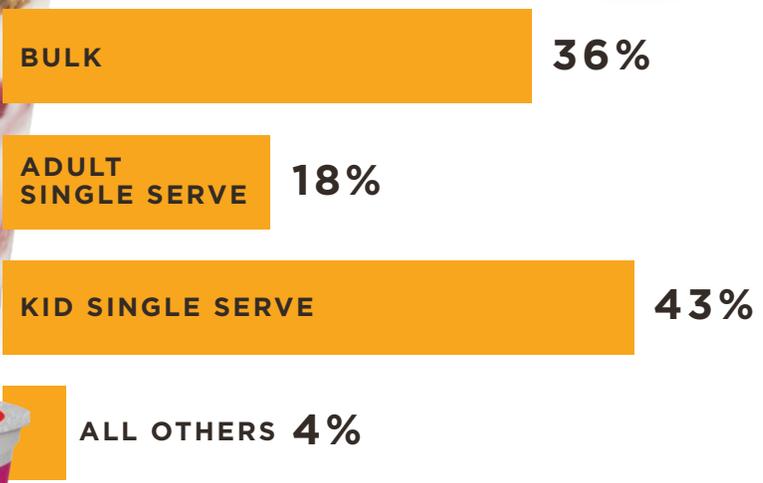


YOGURT IS ON THE RISE IN K-12

Yogurt delivers on three key benefits: taste, USDA compliance, and on-the-go portability. It's always been a strong K-12 product and it continues to grow in popularity year after year.

ALL-DAY CONSUMPTION

There's a yogurt for every time of day! Whether it's a Go-Gurt® for grab-n-go breakfast or Trix™ yogurt for an afternoon snack, Yoplait has the answer to meet this trend.



YOGURT CONSUMPTION BREAKDOWN²



YOUR ONE BAG WONDER

Yoplait® ParfaitPro® helps operators dish up **parfaits, drinks** and more in **less time**, with **less labor**. With traditional **bulk bag yogurt growth up 13%**¹, ParfaitPro is a must have for your district.

THE INDUSTRY'S #1 BAGGED YOGURT FEATURES:

- ✓ **Clean label ingredients:**
 - No artificial flavors or colors from artificial sources
 - No high-fructose corn syrup
 - rBST-free milk
 - Made without gelatin
- ✓ **A better experience for you and your students:**
 - Preferred taste and texture to main competitor²
 - Less plastic than main competitor's bag³

ParfaitPro can help you make blender-less smoothies, yogurt coffee coolers, overnight oats and so much more.



NOW AVAILABLE IN *Blueberry!*

Add more **color** and **flavor** to your menu with new **ParfaitPro Blueberry**—the flavor's debut in the bulk foodservice category. With 51% of yogurt eaters regularly buying four or more flavors⁴, the ParfaitPro lineup (Vanilla, Strawberry and Blueberry) can help you bring even **more yogurt variety** to your students.

¹NPD Supply Track, Operator Dollar Volume, 12 months ending 7/2019
²Based on external single location CLT, N=120, 8/14/18. Based on mean liking & preference scores Dannon Pro Vanilla vs ParfaitPro Vanilla & Dannon Pro Strawberry vs ParfaitPro Strawberry
³Based on third party analysis of bag layer composition and thickness (conducted 7/19/19), per pound basis, Dannon Pro packaging is 24% thicker than ParfaitPro® packaging
⁴Nielsen Homescan Panel, TUS, Yogurt exclude kid segment



VARIETY for your lunchroom

With yogurt consumption occurring all **throughout the school day**, having **multiple yogurt types** for **different consumption habits** is crucial for your students. We have the following formats to assist your operation:



new! Smooth

Keep it cool for secondary school with **NEW** 4 oz. Yoplait® Smooth Yogurt in **Vanilla**, **Strawberry** and **Horchata**! This protein-packed **1 meat alternative** is an exciting way to revamp your *à la carte* line or boost your reimbursable menu.





Yoplait® **BEYOND THE YOGURT**

Yoplait® goes beyond providing best-selling yogurt products. We're committed to bringing your students the best cafeteria experience by giving you **free recipe books, in-school events** and **fun marketing materials** to raise excitement and participation.



Add More to Your Menu

There are all kinds of carefully crafted creations in **Layer Lab, Taste-A-Likes, Meal Makers** and our other K-12 recipe books. Whether it's a parfait, cooler or sauce, we've got just the recipe. Reach out to your sales representative to get recipe books delivered to your school.

Make it an Event

Create excitement and drive participation in your school with food-themed events. For example, give students a chance to build their own yogurt coolers during **YoGo: Let's Chill**. Contact your sales representative to bring this event and more to your lunchroom.



Spread the Word

We want to make sure your cafeteria is equipped with fun, trendy marketing to excite your students into choosing yogurt. We've got you covered with **social media thought starters and images, cup stickers, wall posters** and so much more.



PRODUCT SPECIFICATIONS

UPC	PRODUCT DESCRIPTION	SCHOOL / MEAL EQUIVALENT	CASE/PACK SIZE
GO-GURT®			
100-70470-49295-4	Yoplait® Simply Go-GURT® Strawberry	2 oz = 0.5 meat alternate	96/2 oz
YOPLAIT® SMOOTH			
100-70470-15675-7	Yoplait® Smooth Yogurt Horchata 4oz Cup K12	4 oz = 1 meat/meat alternate	48/4 oz.
100-70470-15677-1	Yoplait® Smooth Yogurt Strawberry 4oz Cup K12	4 oz = 1 meat/meat alternate	48/4 oz.
100-70470-15676-4	Yoplait Smooth Yogurt Vanilla 4oz Cup K12	4 oz = 1 meat/meat alternate	48/4 oz.
TRIX™ YOGURT			
000-70470-17725-0	Yoplait® Trix™ Raspberry Rainbow	4 oz = 1 meat/meat alternate	48/4 oz.
000-70470-17726-7	Yoplait® Trix™ Strawberry Banana Bash	4 oz = 1 meat/meat alternate	48/4 oz.
100-70470-31077-7	Yoplait® Trix™ Triple Cherry	4 oz = 1 meat/meat alternate	48/4 oz.
PARFAITPRO®			
100-70470-16067-9	Yoplait® ParfaitPro® Yogurt Bulk Low Fat Blueberry 64oz	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz.	6/64 oz.
100-70470-16632-9	Yoplait® ParfaitPro® Yogurt Multiserve Pouch, Low Fat Vanilla	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	6/64 oz.
100-70470-16631-2	Yoplait® ParfaitPro® Yogurt Multiserve Pouch, Low Fat Strawberry	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	6/64 oz.
100-70470-41167-2	Yoplait® ParfaitPro® Greek Yogurt Multiserve Pouch, Fat Free Vanilla	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	3/64 oz.
100-70470-32072-1	Yoplait® ParfaitPro® MAX Low Fat Vanilla	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	2/16 lb.
YOPLAIT® ORIGINAL YOGURT 6 OZ			
100-70470-00302-0	Yoplait® Original Mountain Blueberry	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00303-7	Yoplait® Original Cherry Orchard	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00323-5	Yoplait® Original French Vanilla	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00306-8	Yoplait® Original Lemon Burst	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00310-5	Yoplait® Original Mixed Berry	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00307-5	Yoplait® Original Harvest Peach	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00301-3	Yoplait® Original Red Raspberry	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00300-6	Yoplait® Original Strawberry	6 oz = 1.5 meat/meat alternate	12/6 oz.
100-70470-00313-6	Yoplait® Original Strawberry Banana	6 oz = 1.5 meat/meat alternate	12/6 oz.
YOPLAIT® GREEK YOGURT 5.3 OZ			
100-70470-45916-2	Yoplait® Fat Free Greek Blueberry	5.3 oz = 1.25 meat/meat alternate	12/5.3 oz
100-70470-45915-5	Yoplait® Fat Free Greek Strawberry Raspberry	5.3 oz = 1.25 meat/meat alternate	12/5.3 oz
100-70470-45913-1	1 Yoplait® Fat Free Greek Vanilla	5.3 oz = 1.25 meat/meat alternate	12/5.3 oz
YOPLAIT® ORIGINAL YOGURT 32 OZ			
100-70470-00438-9	Yoplait® Original Plain	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	6/32 oz.
100-70470-00430-3	Yoplait® Original Strawberry	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	6/32 oz.
100-70470-00439-6	Yoplait® Original Vanilla	4 oz = 1 meat/meat alternate, 1 Serving = 6 oz	6/32 oz.



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