

DRIVE REVENUE WITH YOUR CUP YOGURT SET

DRIVE SALES

with the right items on shelf

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

All-day snacking is on the rise, and so is demand for yogurt options in flavor, texture and size. Having the right cup yogurt set will help your operation **meet demand for variety** and **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 and Greek products
- Capture rapidly growing retail trends by allotting 20-25% of shelf space to emerging yogurt types like Simply Better products
- Duplicate flavors no more than 2x across types to maximize flavor variety



Tip

Organize your on-shelf cups by **type**, then **brand**, then **flavor**



MAKE YOPLAIT YOUR Original Style Yogurt of choice!

45%

of Americans* are not meeting their daily calcium needs³

Calcium & Vitamin D work together to help build and maintain strong, healthy bones

Superior Nutrition: With improved nutrition, Yoplait 6oz Original Style Yogurts have more Calcium & Vitamin D per cup than Dannon!¹

- Excellent Source of Calcium
- Excellent Source of Vitamin A
- 15% DV of Vitamin D
- Now Gelatin Free!

Brand strength: Yoplait has 3x the Household Penetration of Dannon

Great Taste! Delicious yogurt that consumers love from Yoplait



¹ Dannon Fruit on the Bottom 5.3oz, Strawberry, Blueberry & Peach, Nutrition Facts as of 9/25/2020

² Nielsen Homescan - HH Penetration, Retail, Cal Yr 2019

³ 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]

*45% of Americans 2yrs & older

DRIVE MORE CUP YOGURT REVENUE

with the *Lids to Feed America Promotion*



YoplaitLids.com



- Join General Mills in donating up to \$600,000 to Feeding America!
- Select Yoplait Cup Yogurts will feature unique yellow promotional lids in January-February 2021
- Yogurt lids will direct consumers to visit YoplaitLids.com to submit their qualifying purchase
- General Mills will donate 10 cents to Feeding America for each eligible Yoplait purchase submitted



Ask your General Mills rep about our shelf talkers to increase awareness at shelf



PRODUCT LIST

These products have improved nutrition formulas and are included in the Lids to Feed America promotion

Visit www.generalmillscf.com to see a full list of our 6oz Original Yogurt, 6oz Light Yogurt, and our 4oz Whips Yogurt portfolio participating in the Lids to Feed America promotion

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

Ask your General Mills sales rep about our **Yoplait Yogurt rebates!**

Open to legal residents of the 50 U.S. (including D.C.) and Puerto Rico, 18 years old or older. By participating, General Mills will donate \$0.10 to Feeding America. Program ends 2/28/21. For complete Terms and Conditions and all details, visit www.YoplaitLids.com. Sponsored by General Mills. © 2021 General Mills. All rights reserved.



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