



GENERAL MILLS
Foodservice



YOGURT PRODUCT GUIDE

General Mills is the simple choice



BE INSPIRED TO SERVE FOOD PEOPLE LOVE.

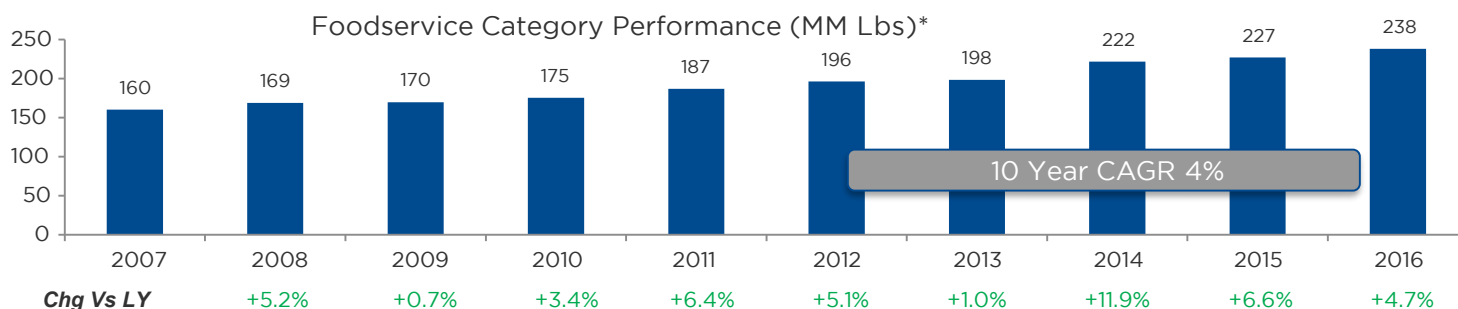
The brands customers love designed for both front-of-house and back-of-house culinary, beverage, parfait solutions, cup and tube solutions. General Mills provides multiple ways to deliver fresh, quality yogurt to your customers throughout the day.

YOGURT CONSUMPTION HAS GROWN DRAMATICALLY

GROWING YOUR YOGURT BUSINESS TOGETHER

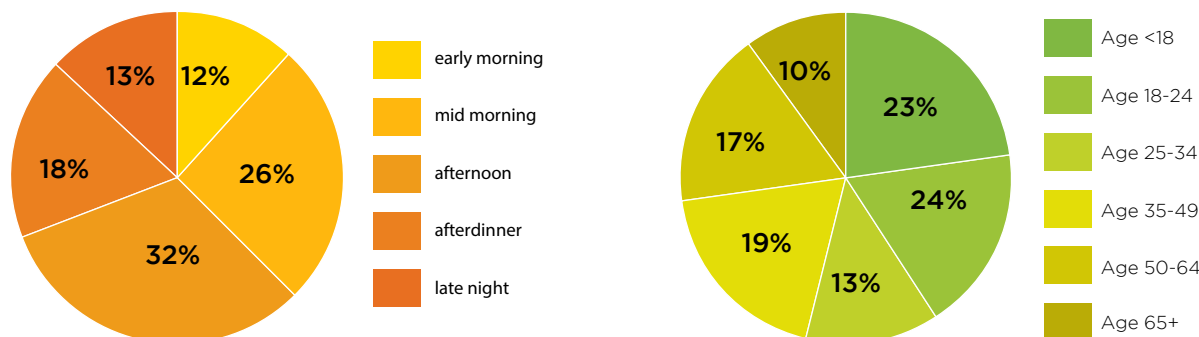
Yogurt delivers on three key benefits: taste, health and convenience. It also provides nutrition that consumers are seeking, including: calcium, vitamin D and protein. It has live and active cultures and it's gluten free! General Mills is proud to offer both traditional and Greek yogurt in a variety of textures and flavors. You'll find fat free, low fat, organic and whole-milk options – along with many culinary solutions.

YOGURT CONTINUES TO GROW IN FOODSERVICE ¹



YOGURT HAS BROAD APPEAL ACROSS AGES AND DAY PARTS²

- 47% of yogurt is eaten as a snack
- Yogurt consumption has increased overall, especially in the afternoon



GENERAL MILLS SERVES YOUR YOGURT NEEDS

CONSUMER SOLUTIONS

- Seeking Wholesome Food: Traditional
- Weight Management: Light, Greek 100 Protein
- Hunger avoidance: Greek
- Portability: Go Big and Go-Gurt
- Indulgence: Greek 100 Whips

CULINARY SOLUTIONS

- ParfaitPro and SmoothiePro – the fastest way to produce parfaits and smoothies
- Wide variety of bulk options perfect for recipes
- Yogurt recipes, tips and merchandising ideas on generalmillscf.com

¹ Source: 2007 –2014, GMI Yogurt Performance Monitor, YE April 2014 2015–2016, The NPD Group's SupplyTrack®, in pounds, 12 months ending July'16 The Hartman Group 2014 / NPD Snacktrack2014;

² NPD Crest, Year Ending June 2014.

GENERAL MILLS HAS A FULL PORTFOLIO TO SERVE ALL YOUR YOGURT NEEDS

OPTIMIZE YOUR YOGURT ASSORTMENT FOR CONSUMER NEEDS

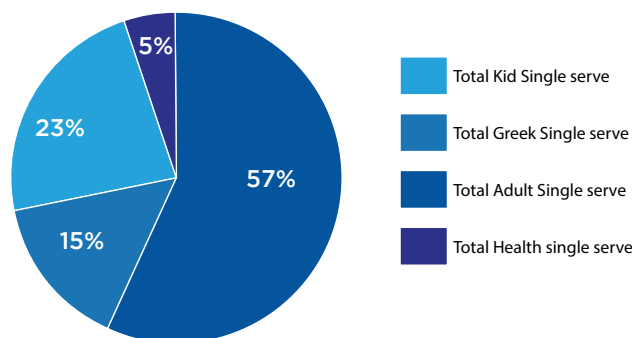
Traditional: stick to the core

- 50% of shelf held for traditional styles in top flavors: Strawberry, Blueberry & Peach
- Original vs Light size is 2:1 (original is 1/3 of all yogurt purchases; light is still significant at about 19% of purchases)

Greek is smaller but growing within foodservice.

Offer options for all eating occasions:

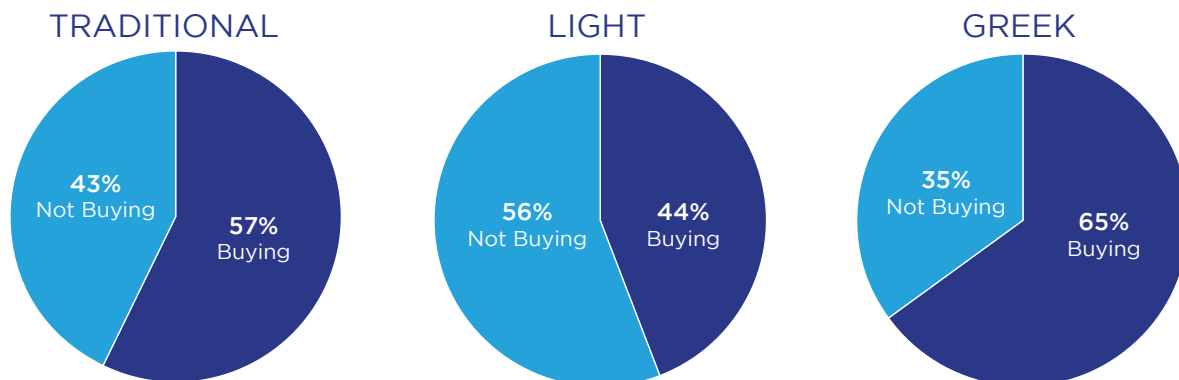
- Regular Greek is a perfect fit as part of a healthy breakfast
- Greek 100 Protein works great as a filling snack for any time during the day
- Greek 100 Whips! offers a differentiated light and fluffy texture in dessert flavors for later in the day



NPD SupplyTrack foodservice volume by pound, 12 months ending Dec 2016

NO ONE YOGURT TYPE SATISFIES ALL PATRONS

Consumption by Total Yogurt Patrons³



- No one yogurt type satisfies all patrons – ensure a variety of yogurt types for broad appeal
- Traditional adult (cup) yogurt is preferred by the majority of foodservice patrons

YOGURT APPEALS TO BOTH WOMEN (57%) AND MEN (43%)⁴

But Style Assortment is driven by Gender splits of patrons

- Women – Skew more toward Light & Greek offerings
- Men – Do not skew toward any particular style of yogurt

³Nielsen TOTAL US – XAOC WFY2015-4Q WEEK ENDING 05/30/15. Supply Track Data through July 2015.

⁴NPD Crest, YE Dec 2013.

YOGURT IS NUTRITIOUS, ON-TREND AND A VERSATILE CULINARY INGREDIENT

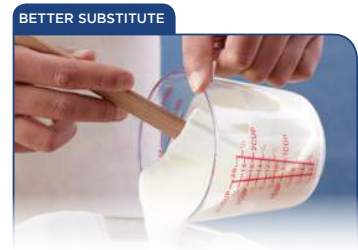
GENERAL MILLS HAS OPTIONS FOR YOUR BULK YOGURT NEEDS

- It's easy to give your health-conscious patrons delicious, sensible options. Choose General Mills as your source for great-tasting, quality bulk yogurt products.



MOUNTAIN HIGH® IS AN IDEAL YOGHURT FOR CULINARY APPLICATIONS

- Simple, cultured-in-the-cup Yoghurt made old-world European-style.
- No Gelatin. Appropriate for Vegetarian applications.
- Non-GMO. No hormones, artificial sweeteners, artificial flavors or artificial colors.
- Exceptional performance hot or cold.



YOPLAIT® IS THE FOODSERVICE SHARE LEADER

- Yoplait® is the #1 selling yogurt brand in Foodservice⁵.
- ParfaitPro® yogurt features innovative packaging that cuts prep time in half⁶ and makes prep time a breeze.

⁵ The NPD Group/SupplyTrack®, in pounds, Year Ending July 2016.

⁶ According to General Mills time test with both experienced and inexperienced parfait makers.

⁷ GMI Yogurt Operator 360, Jan 2013; n=278.

Quality and Price Are Key⁷



91% of Foodservice Operators Agree that Product Quality is Extremely/Very Important in Bulk Yogurt.



81% of Foodservice Operators Agree that Price/Cost is Extremely/Very Important in Bulk Yogurt.

SO MANY VARIETIES SO GOOD FOR YOUR BUSINESS

TRADITIONAL YOGURT (Updated brand designs to reflect consumer preference)



Yoplait® Original Yogurt (6 oz.)

All the nutrition and goodness of yogurt with the delicious blended creaminess of Yoplait®.

- 6g of Protein
- No colors or flavors from artificial sources
- Does not contain high fructose corn syrup



Yoplait® Light Yogurt (6 oz.)

The irresistible creaminess of Yoplait®, fat free and 90 calories per cup.

- A delicious way to help patrons who are looking to manage their weight
- Does not contain high fructose corn syrup



Yoplait® Whips!® Yogurt (4 oz.)

A fluffy mousse-style yogurt made to satisfy any sweet tooth craving - even great frozen!

- Perfect for a mid-morning or afternoon break
- Excellent substitute for rich, higher fat desserts
- Does not contain high fructose corn syrup



Yoplait® Original & Light Yogurt (4 oz.)

Value-sized Original and Light blended yogurt, perfect for serving as part of a complete meal.

- Loose cups enable quick placement
- Available in 4 variety packs (Original and Light varieties)

SO MANY VARIETIES SO GOOD FOR YOUR BUSINESS

GREEK YOGURT



Yoplait® Greek Yogurt (5.3 oz.)

Deliciously thick, strained Greek yogurt with fruit blended in⁸.

- Vanilla Flavor - Has 13g of protein and a thicker texture. Without colors or flavors from artificial sources, it has delicious taste crafted from Yoplait.
- Fruit Flavors (Strawberry and Blueberry) - Has 12g of protein and a thicker texture. Without colors or flavors from artificial sources, it is blended with real fruit and delicious taste crafted from Yoplait.



Yoplait® Greek 100 Protein (5.3 oz.)

14-15 grams protein packed into 100 calories. Thicker texture, delicious taste.

- Delicious Greek yogurt with 100 calories
- No colors or flavors from artificial sources and no high fructose corn syrup



Yoplait® Greek 100 Whips! Mousse Yogurt (4 oz.)

A lighter offering for an anytime snack - Yoplait Greek 100 Whips! yogurt Mousse (4 oz).

- An indulgent, guilt-free snack with 100 calories
- Perfect for all day eating occasions



Yoplait® Greek (3.5 oz.)

Great tasting Greek with 8 grams of protein in convenient, affordable size.

- Thicker texture and made with real fruit
- Room for radded toppings
- No colors or flavors from artificial sources and no high fructose corn syrup

YOGURT PRODUCTS FOR KIDS



Yoplait® Trix® Yogurt (4 oz.)

Perfect for lunch and breakfast programs or à la carte.

- 1 MA equivalent
- No colors or flavors from artificial sources
- Does not contain high fructose corn syrup



Yoplait® Simply...Go-GURT® Yogurt (2.0 oz.)

The first-ever yogurt in an ultra-portable tube with the wholesomeness of Yoplait®.

- New easy-open tubes - no more scissors!
- .5 MA equivalent
- Good source of calcium and vitamin D
- Does not contain high fructose corn syrup



Yoplait® Go Big (4 oz.)

Easy to open, carry, and eat without a spoon, Go Big is an easy fit for both the cafeteria and grab-and-go.

- Available in Strawberry
- 1 MA equivalent
- No Colors or flavors from artificial colors and no high fructose corn syrup

⁸ Vanilla flavor does not contain fruit.

SO MANY VARIETIES SO GOOD FOR YOUR BUSINESS

BULK YOGURT



Yoplait® ParfaitPro® Yogurt (60 oz.)

Make parfaits in half the time⁹ with our innovative bags.

- Yoplait ParfaitPro® Original (4 lb. pouches): Serve the delicious, creamy taste of Yoplait® yogurt in on-trend parfaits – also ideal for salad bars
- Yoplait ParfaitPro® Greek (4 lb. pouches): More than 2x the protein of regular yogurt¹⁰ with Yoplait® Greek's thick and creamy texture
- Yoplait ParfaitPro® MAX (16 lb. pouches): Top quality, big quantity – designed for large scale parfait production



Yoplait® SmoothiePro™ Yogurt (60 oz.)

Make Smoothies 7x faster than blender-made.¹¹

- Now contains 25% less sugar¹²
- Serve great tasting yogurt smoothies and help cash in on incremental sales with minimal labor
- Our innovative open-and-squeeze bags let you portion with ease
- Patrons will love our two popular flavors: Mixed Berry and Tropical



Yoplait® Yogurt Bulk Size (32 oz.)

Smooth, flavorful, delicious and creamy - ideal for low volume bulk yogurt applications.

- Available in Lowfat Strawberry, Vanilla and Nonfat Plain



Yoplait® Greek Bulk Size (32 oz.)

Provides a back of house solution for Greek yogurt parfaits and recipes.

- No artificial flavor, no colors from artificial sources and no high fructose corn syrup
- Also available in Greek Nonfat Plain



Mountain High Bulk Size (32 oz.)

Yoghurt made with whole milk and simple ingredients.

- Holds better in culinary application - does not break down or separate
- Delivers superior recipe performance to Greek at less cost
- No artificial flavor, no colors from artificial sources
- No high fructose corn syrup
- Whole Milk - made with real California milk
- No Gelatin

⁹ According to a General Mills time test with both experienced and inexperienced parfait makers.

¹⁰ Yoplait ParfaitPro Greek has 17g protein per 8oz serving; regular non-Greek yogurt has 7g per 8oz serving.

¹¹ Based on a General Mills test with experienced and inexperienced smoothie makers, SmoothiePro smoothies = 45 seconds; blender-made smoothies = 4 minutes, 43 seconds.

¹² Sugar content has been lowered from 28 grams to 20 grams per 8 oz serving.

YOPLAIT® PRODUCT SPECIFICATIONS*

Product UPC Code Case Count

YOPLAIT® ORIGINAL, 6 OZ

Cherry Orchard	100-70470-00303-7	12/6 OZ
French Vanilla	100-70470-00323-5	12/6 OZ
Harvest Peach	100-70470-00307-5	12/6 OZ
Lemon Burst	100-70470-00306-8	12/6 OZ
Mixed Berry	100-70470-00310-5	12/6 OZ
Mountain Blueberry	100-70470-00302-0	12/6 OZ
Pineapple	100-70470-00308-2	12/6 OZ
Red Raspberry	100-70470-00301-3	12/6 OZ
Strawberry	100-70470-00300-6	12/6 OZ
Strawberry Banana	100-70470-00313-6	12/6 OZ
Variety Pack	100-70470-18824-6	18/6 OZ
(Strawberry/Peach/Blueberry)		

YOPLAIT® LIGHT (FAT FREE), 6 OZ

Blueberry Patch	100-70470-00652-6	12/6 OZ
Harvest Peach	100-70470-00655-7	12/6 OZ
Key Lime Pie	07047000665-9	12/6 OZ
Red Raspberry	100-70470-00651-9	12/6 OZ
Strawberry	100-70470-00650-2	12/6 OZ
Strawberries 'N Banana	100-70470-00654-0	12/6 OZ
Very Cherry	100-70470-00653-3	12/6 OZ
Very Vanilla	100-70470-00643-4	12/6 OZ
Variety Pack	100-70470-46969-7	18/6 OZ
(Strawberry/Blueberry/Vanilla)		

YOPLAIT® WHIPS!, 4 OZ

Chocolate Mousse	100-70470-28447-4	12/4 OZ
Key Lime Pie	100-70470-00128-6	12/4 OZ
Orange Crème	100-70470-00129-3	12/4 OZ
Raspberry	100-70470-00127-9	12/4 OZ
Strawberry Mist	100-70470-00109-5	12/4 OZ
Vanilla Crème	100-70470-27831-2	12/4 OZ

YOPLAIT® TRIX®, 4 OZ

Raspberry Rainbow	000-70470-17725-0	48/4 OZ
Strawberry Banana Bash	000-70470-17726-7	48/4 OZ
Triple Cherry	100-70470-31077-7	48/4 OZ

SIMPLY...GO-GURT®, 2 OZ TUBE

Strawberry	100-70470-49295-4	96/2 OZ
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YOPLAIT® GO BIG, 4 OZ TUBE

Strawberry	100-70470-47402-8	48/4 OZ
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Product UPC Code Case Count

YOPLAIT® GREEK, 3.5 OZ

Blueberry	100-70470-49159-9	24/3.5 OZ
Strawberry	100-70470-49158-2	24/3.5 OZ

YOPLAIT® GREEK, 5.3 OZ

Blueberry	100-70470-45916-2	12/5.3 OZ
Strawberry Raspberry	100-70470-45915-5	12/5.3 OZ
Vanilla	100-70470-45913-1	12/5.3 OZ

YOPLAIT® GREEK 100 PROTEIN, 5.3 OZ

Black Cherry	100-70470-43579-1	12/5.3 OZ
Blueberry	100-70470-45578-2	12/5.3 OZ
Lemon	100-70470-44579-0	12/5.3 OZ
Mixed Berry	100-70470-43331-5	12/5.3 OZ
Peach	100-70470-43333-9	12/5.3 OZ
Strawberry	100-70470-43332-2	12/5.3 OZ
Strawberry Banana	100-70470-48605-2	12/5.3 OZ
Tropical Fruit	100-70470-74315-5	12/5.3 OZ
Vanilla	100-70470-43329-2	12/5.3 OZ
Variety Pack	100-70470-45169-2	18/5.3 OZ
(Strawberry, Black Cherry, Blueberry)		

YOPLAIT® GREEK 100 WHIPS!, 4 OZ

Strawberry Cheesecake	100-70470-44614-8	12/4 OZ
Vanilla Cupcake	100-70470-44616-2	12/4 OZ

YOPLAIT® ORIGINAL, 4 OZ

Raspberry, Peach	000-70470-17728-1	48/4 OZ
Strawberry, Strawberry	000-70470-17729-8	48/4 OZ

YOPLAIT® LIGHT, 4 OZ

Blueberry Patch, Vanilla	000-70470-48362-7	48/4 OZ
Strawberry, Strawberry Banana	100-70470-19735-4	48/4 OZ

YOPLAIT® PARFAITPRO® ORIGINAL & GREEK

Greek Honey Vanilla	100-70470-41167-2	3/64 OZ
Low Fat Strawberry	100-70470-16631-2	6/64 OZ
Low Fat Vanilla	100-70470-16632-9	6/64 OZ
MAX Low Fat vanilla	100-70470-32072-1	2/16 LB

YOPLAIT® SMOOTHIEPRO™

Mixed Berry	100-70470-46176-9	6/60 OZ
Tropical	100-70470-46177-6	6/60 OZ

YOPLAIT® PARFAITPRO® KIT

LF Vanilla/ NV Granola	000-70470-16641-4	5/64 OZ Yogurt 5/11 OZ Granola
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YOPLAIT® BULK ORIGINAL YOGURT, 32 OZ

Low Fat Plain	100-70470-00438-6	6/32 OZ
Low Fat Strawberry	100-70470-00430-0	6/32 OZ
Low Fat Vanilla	100-70470-00439-3	6/32 OZ

YOPLAIT® BULK GREEK YOGURT, 32 OZ

Greek Plain	100-70470-38414-3	6/32 OZ
Greek Vanilla	100-70470-49051-6	6/32 OZ

MOUNTAIN HIGH BULK YOGHURT, 32 OZ

Original Plain	100-75270-001603	6/32 OZ
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*All Yoplait® products listed are gluten-free and KD.

*Mountain High is gluten-free, OKD and halal-certified.



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generalmillscf.com 1-800-767-5404