

Always A Place
for innovation
In The Yogurt Case





While milk may be experiencing growing pains, yogurt is the dairy cases' shining star.

Consumption of the fermented milk product is up an astounding 400 percent from 30 years ago, according to the Wisconsin Milk Marketing Board.

Why do Americans suddenly want yogurt? Perceived health benefits is a primary reason and then, of course, the introduction of Greek yogurt as an alternative to traditional yogurt. Consumers taste for the protein-rich strained yogurt has prompted exciting product introductions into the space, spurring sales.

Sales of Greek yogurt now account for 21 percent of yogurt sales and this higher protein formula has literally taken over the yogurt category. Greek yogurt is also showing up in butters, cream cheeses and frozen desserts.

The majority of yogurt consumers are between the ages of 18 and 34, probably because they grew up with it, are looking for healthy options and are eating more breakfast than their demographic was before, says market research firm NPD Group.

Europeans eat as much as 60 lbs. of yogurt per year

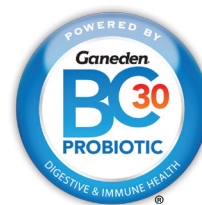


American dairy cases are beginning to look more like those of Europe's where milk is largely absent but small containers of dairy products line long shelves. **There's a lot of room for manufacturers to profit here.** Consider that Americans eat about 12.8 pounds per person per year. In parts of Europe, annual consumption is as high as 60 pounds per person, according to *Dairy Foods Magazine*.



While yogurt booms, one cloud does darken the category: Many yogurts do not contain adequate amounts of beneficial bacteria at the end of shelf life and others do not contain live cultures at all due to pasteurization. Many consumers buy yogurt specifically for the probiotics.

The inclusion of Ganeden^{BC}³⁰ into yogurt products ensures that it contains probiotics at time of consumption, adding multiple marketing benefits to the product.



Product possibilities

- Protein-rich Greek yogurt boosted with Ganeden^{BC}³⁰, shown to promote protein absorption, can be marketed to athletes
- Drinkable yogurt shots—get a blast of probiotics, protein and calcium in a shot
- Innovative packaging geared to kids, athletes and lunch packers



Frozen Yogurt

Today's frozen yogurt is offering sweet sales for manufacturers.

According to research from market research firm Mintel, sales of frozen yogurt grew almost 17 percent from 2010 to 2012, the largest percentage increase of all Mintel-tracked categories. The burgeoning tart frozen yogurt shops are a testament to the category's growth and changing consumer palates for the frozen treat. The tanginess tastes good and reinforces the idea that probiotics are making it healthy. The problem is that much of the frozen yogurt available doesn't actually have beneficial levels of probiotics at time of consumption.



One company that wanted to ensure its frozen yogurt supplied efficacious doses of probiotics is Red Mango, the No. 1 Zagat-rated Smoothie & Frozen Yogurt chain in the United States for 2011-2012.

"I wanted the best probiotics," said founder Daniel Kim. "Many manufacturers were claiming that they met the live and active culture qualifications set by the National Yogurt Association, yet I knew that not all probiotics are the same. I wanted a solution that allowed Red Mango yogurt to exceed the qualifications, and that's where Ganeden came in. Its probiotic survivability and science made perfect sense for Red Mango."

Red Mango became the first natural frozen yogurt retailer to receive the coveted Live and Active Culture seal certification from the National Yogurt Association.





Clearly, the addition of GanedenBC³⁰ to frozen yogurt products can give manufacturers the specs and confidence to market their products as containing efficacious doses of probiotics.



With consumer demand for frozen yogurt at an all-time high, this relatively young category has plenty of room for product introductions. Consider Greek frozen yogurt. This yogurt darling du jour brings its lower fat, higher protein and creaminess to the frozen product as well and is positioned for stellar sales.

Product possibilities:

- Greek frozen yogurt for athletes and kids in snack size bars
- Children's novelty packaging such as push-up containers and cones
- Yogurt products marketed towards weight loss



Now is the time to join the booming yogurt category!

Sales are at an all-time high and consumers are clamoring for more yogurt options marketed to kids, athletes, women, men and seniors.

Not all probiotics are equal. Adding GanedenBC³⁰ to your fermented dairy product ensures probiotic stability at time of consumption along with other functional food marketing options. And, GanedenBC³⁰ drives loyalty, with 58% of consumers repurchasing a yogurt containing GanedenBC³⁰ within 3 weeks, for 6 straight quarters.

With rigorous safety and efficacy research behind it, manufacturers can formulate and market dairy products with confidence.

To learn more about GanedenBC³⁰, email info@ganedenbiotech.com or call 866-777-0825

