



CONTACT: Sarah Peterson
General Mills Foodservice
651.646.8233
sarah@megaphonepr.com

MOUNTAIN HIGH® ALL NATURAL YOGHURT PROVIDES SUPERIOR RECIPE PERFORMANCE
Mountain High Original Plain and Low Fat Plain in 32 oz. Now Available Nationwide

MINNEAPOLIS (July 30, 2012) – General Mills Foodservice announces the nationwide availability of Mountain High® All Natural Yoghurt, European-style yogurt that is less likely to separate or break down, making it a versatile ingredient in hot and cold recipes, from salad dressings and marinades to creamed soups and casseroles as well as baked goods. The 32 oz. yogurt is available in Original Style Plain and Lowfat Plain varieties.

Both Mountain High varieties contain 10 grams of protein or more per serving and make a sensible replacement in recipes with higher fat ingredients such as mayonnaise, sour cream or cream cheese. Since it performs well across many recipe applications and features a neutral palate, Mountain High is an ideal substitute to create recipes with less fat and fewer calories.

“Mountain High is a great product for operators who want to offer ‘better for you’ foods to their patrons,” said Michael Braden, manager of Culinary Services at General Mills where he has been developing a variety of recipes using Mountain High Yoghurt. “In most cases, you can’t tell the difference between the original recipe and the version made with Mountain High.”

Operators can access a number of recipes using Mountain High Yoghurt online at www.generalmillsfoodservice.com, such as Curried Quinoa Salad, Garden Tomato Raita and Alfredo Sauce, as well as sweet and baking applications like Snickerdoodle Muffins and Cranberry Crumb Cake Muffins.

“Yoghurt continues to grow in popularity and we’re discovering exciting new uses for this versatile product. Mountain High offers chef-tested, high-performance, all-natural flavor and

quality for both hot and cold recipes,” said Matt Rittenhouse, associate channel manager in General Mills Foodservice. “Even better, Mountain High delivers similar recipe performance as leading Greek yoghurts, making it ideal for foodservice menus.”

For more information about Mountain High All Natural Yoghurt, operators can contact their General Mills Foodservice sales representative at 1-800-882-5252 or visit www.generalmillsfoodservice.com.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios[®], Yoplait[®] yogurt, Nature Valley[®] granola bars, Gold Medal[®] baking mixes, Pillsbury[®] biscuits and other sweet goods. The division generates more than \$1.8 billion in annual sales.

#