



Yoplait® Greek 100 Delivers Same Benefits of Greek Yogurt with 100 Calories
Healthy yogurt endorsed by Weight Watchers® now available from General Mills Foodservice.

MINNEAPOLIS (Nov. 15, 2012) – Making the fastest growing yogurt segment even better¹, new Yoplait® Greek 100 contains 100 calories while offering twice the protein of regular yogurt². Now available from General Mills Foodservice, Yoplait Greek 100 gives foodservice operators a way to meet patron’s growing preference for Greek yogurt with an option that has 100 calories and is endorsed by Weight Watchers.

Greek yogurt, representing 25 percent of the growing yogurt category³, is a well-loved snack that offers great taste and great nutrition. Yoplait Greek 100 delivers the same taste and texture patrons favor with 100 calories, making it a good option to attract business from new customers.

“Greek 100 delivers everything consumers love about Greek yogurt but with 100 calories,” said Marc Fehlberg, associate marketing manager at General Mills Foodservice. “Yoplait Greek 100 is a great extension to our current Greek yogurt offerings – Yoplait Greek 4 oz., Yoplait Greek 6 oz., and Yoplait Parfait Pro Greek – ideal to satisfy the many needs of operators.”

Yoplait is a leader in the multibillion dollar U.S. yogurt industry, and Yoplait Greek 100 is a part of General Mills’ efforts to offer more convenient and nutritious snack options for foodservice operators. Yoplait Greek 100 is currently available in black cherry, peach, strawberry and vanilla flavors.

For more information about new Yoplait Greek 100 and other wholesome snack and meal options, 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.

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1 – Based on retail unit sales, AC Nielsen, MFYTD four weeks ending 12/31/11.

2 –Yoplait Greek 100 contains 10 grams of protein per 5.3-ounce serving versus regular non-Greek yogurt, which contains five grams of protein per 5.3-ounce serving.

3 – ACNielsen Total USA X-AOC 52 weeks, unit sales ending 7/28/12.

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