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YOPLAIT® GREEK YOGURT NOW AVAILABLE IN FOODSERVICE

MINNEAPOLIS (Oct. 17, 2011) - General Mills Foodservice has introduced Yoplait® Greek yogurt to foodservice operators. Packed with two times the protein found in regular yogurt, each 6 oz. cup of Yoplait Greek contains at least 12 grams of protein, zero grams of fat and is gluten-free, making it a perfect choice for those looking for a healthy option, without compromising taste.

Available in four delicious flavors, Strawberry, Blueberry, Honey Vanilla and Plain, Yoplait Greek yogurt has a smooth and creamy texture. Yoplait is the only leading yogurt with vitamins A and D in every serving, and is an excellent source of calcium.

“We are thrilled to introduce Yoplait Greek yogurt to foodservice operators,” said Joffrey Wilson, marketing associate for General Mills Foodservice. “Our goal is to provide healthy choices for patrons with the great taste that Yoplait yogurt lovers deserve. New Yoplait Greek yogurt tastes great and it's so good for you – packed with protein, high in calcium and vitamin D.”

Like all other Yoplait products, Yoplait Greek is made with milk from cows not treated with rBST. For more information on new Yoplait Greek, foodservice operators can contact their General Mills Foodservice sales representative 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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