



General Mills Foodservices Introduces Yoplait® Greek Blended Yogurt

Foodservice operators can expand their yogurt offering with a new great-tasting product from the popular Yoplait yogurt brand.

MINNEAPOLIS (June 26, 2013) – Supporting the dramatic growth of Greek yogurt, which multiplied from 1 percent of the yogurt market in 2007 to more than 35 percent last year¹, General Mills Foodservice introduces new Yoplait® Greek Blended which offers great taste in Greek from a trusted yogurt brand. Available July 15, Yoplait Greek Blended comes in four delicious flavors: Blueberry, Pineapple, Strawberry Raspberry and Vanilla.

With double the protein of regular yogurt², Greek yogurt remains the fastest growing yogurt segment³ and is a great complement to a foodservice operation's other yogurt options, since most consumers who enjoy Greek yogurt continue to eat other styles of yogurt. The most popular yogurt brand nationwide⁴ and the favorite brand away from home⁵, Yoplait offers gluten-free Greek yogurt that is also a great source of calcium and vitamin D. Each 5.3-ounce container has 140 calories and zero grams of fat.

"Greek yogurt is popular because it is high in protein and low in fat, but there are still some people who do not like the taste," said Marc Fehlberg, associate marketing manager in General Mills Foodservice. "Yoplait Greek Blended expands the appeal of Greek yogurt by delivering the nutrition consumers seek and the taste they desire—all from a brand they know and trust."

A top-selling snack⁶ as well as a top choice among consumers looking for something healthy⁷, yogurt continues to have broad appeal. Twenty-five percent of foodservice patrons said they would like to see a greater selection of yogurt in cafeterias⁵.

For more information about Yoplait Greek Blended or recipe ideas using Greek yogurt, please contact your General Mills Foodservice 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 \$2 billion in annual sales.

#

1 – Packaged Facts. The Yogurt Market and Yogurt Innovation: Greek Yogurt and Beyond. 3/29/2013

2 - Yoplait Greek Blended contains 11 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– Based on retail unit sales, AC Nielsen, MFYTD four weeks ending 12/31/11

4 – - Nielsen Unit Volume for 52wks ending 2/23/13

5 - Frank N. Magid Associates, Inc. Away from Home Yogurt Purchase Study, January 2013

6 - GMI Occasion Landscape, Nielsen, Year Ending 5.2011

7 - Mintel Healthy Snacking Consumer, December, 2011

Media Contact:

Sarah Peterson

763-764-6364

media.line@genmills.com