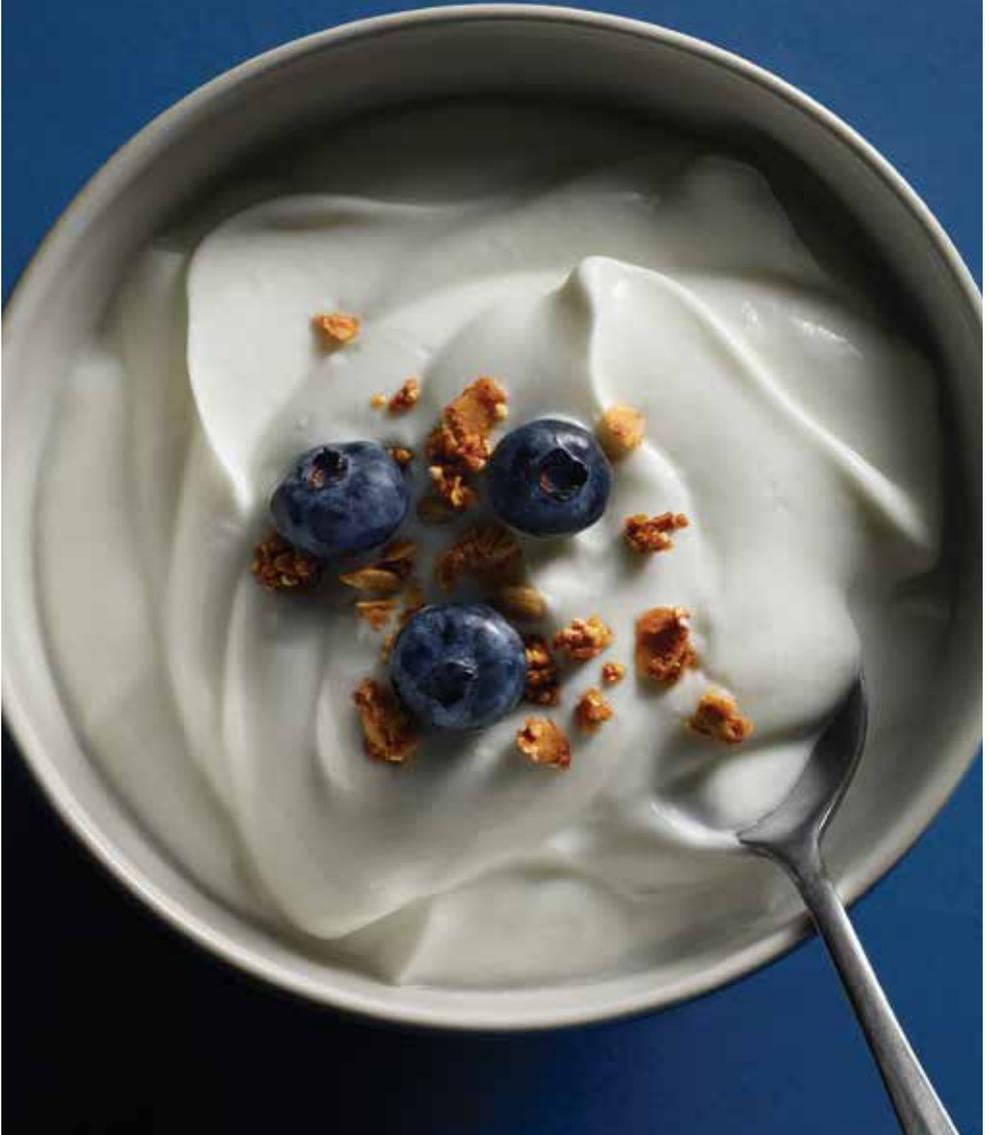


Secrets, Stories & Facts of America's Popular Probiotic Powerhouse

yogurt!



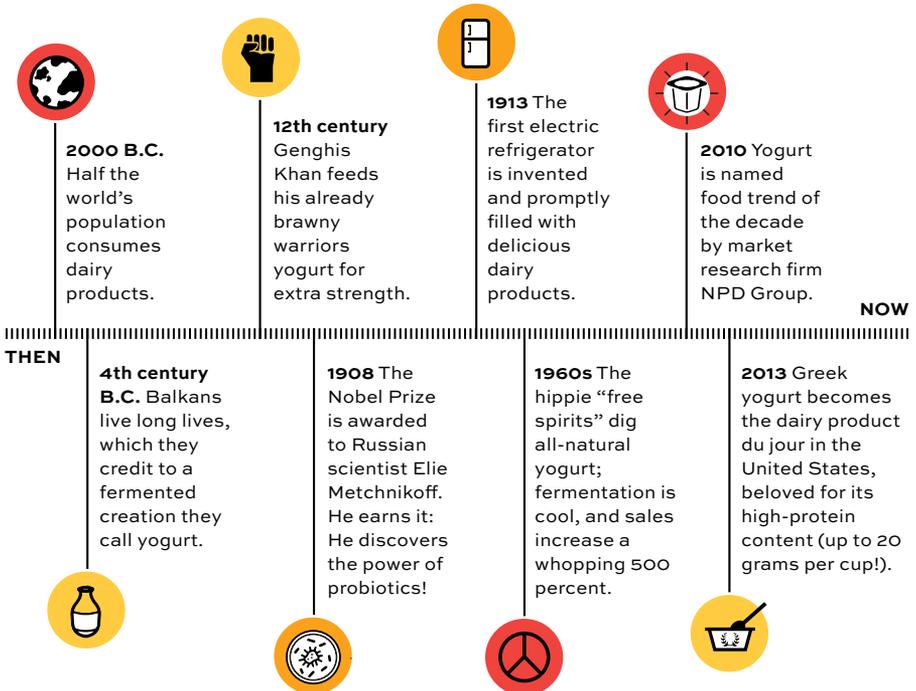
LOOKING BACK

The humble origins of a dairy-aisle delight

For thousands of years, people have nourished their bodies with the creamy, nutrient-rich power of yogurt. Its invention alone—the result of rapidly fermenting milk stored in pouches—proves that sometimes kitchen accidents can turn into delectable surprises. Like gold and precious gems, yogurt’s popularity spread around the world until it was taken up by a multitude of cultures from Greece to Indonesia. In the 1700s, Turkish immigrants brought their beloved *yoghurd* to America from their homeland; by the early 20th century, when research proved that yogurt was a boost to the immune system (and packed with protein, to boot!), its popularity soared. And it’s still snowballing, treasured across the globe: In the Middle East, they mix it with olives, cucumbers and herbs and call it *labneh*; in Iceland, they strain it until it’s thick, top it with milk and sugar, and call it *skyr*. Wherever and however it’s served, call it yours—and call it delicious.

The Legacy of Yogurt

One of dairy’s greatest offerings has come a long way, yet it’s never been better.



Varieties of Yogurt

DID SOMEBODY SAY ... CUSTARD?

You're already aware of yogurt's many flavors—Strawberry! Lemon! Vanilla!—but did you know there are different varieties based on consistency, tang and tartness? Next time you are at the supermarket, try one of these delicious variations. Most are available in fat-free, low-fat or full-fat versions, depending on your tastes and dietary needs.

Swiss-style or Custard

Yogurt that has fruit or other flavorings stirred in. The result is a smooth and sweet treat that resembles custard.

Tartness:
MILD

European-style or Stirred

Made in large quantities and then stirred for a creamy texture.

Tartness:
MILD to MEDIUM

Greek-style or Strained

Yogurt with ultra-thick texture from being strained three times, removing most of the liquid (called whey).

This process also makes it higher in protein and lower in sugar.

Tartness:
MEDIUM

Balkan-style or Set-style

The classic yogurt most familiar to Americans. It is made in individual cups, creating a thick texture.

Tartness:
MEDIUM to STRONG

Indian-style or Dahi

Full-fat yogurt traditionally made from water buffalo, but also available from dairy milk. The incubation process is longer, resulting in more sourness.

Tartness:
STRONG





The Truth of the Matter

HOW WELL DO YOU KNOW YOGURT?

What you don't know might surprise you.

FACT: *If you're lactose intolerant, you can most likely consume yogurt and have few to no symptoms.*

Many people think lactose intolerance means needing to avoid dairy at all cost. Not so fast. Yogurt has very low levels of lactose due to the healthy probiotics that “pre-digest” the lactose. Everyone is different when it comes to how much lactose can comfortably be eaten. If you've given dairy foods a pass because you fear you're lactose intolerant, try introducing dairy back into your diet with a bit of yogurt—you might find your tolerance improves.

FACT: *Probiotics in yogurt can provide important health benefits.*

Yogurt boasts health benefits beyond the basic nutrients it provides. Some of those benefits are from the probiotics—healthy bacteria—that are added to yogurt in processing and give it the characteristic flavor, texture and tanginess loved around the world. Some studies have indicated that probiotics—depending on the types and amounts—may help your body absorb nutrients better, reduce symptoms of lactose intolerance, decrease the side effects of antibiotics, help digestion and even improve the immune system.

FACT: *Greek yogurt is a nutritional powerhouse.*

Greek yogurt now makes up about one-quarter of total yogurt consumption. Here's why: The way it is made—strained to remove the whey—makes Greek yogurt thicker, creamier and tangier than regular yogurt. It contains up to twice the protein, and less lactose as well. If these are nutritional priorities for you, Greek may be the way to go. With only slightly less calcium than most yogurts, Greek contains about 200 mg per cup, or 20 percent of your daily needs.

Yogurt Do's and Don'ts

There's more to handling this creamy dream than you think. Below, find all you need to know.



DO check the “Best Before” date on the package at the store to ensure you are getting the freshest possible yogurt.



DO put it in your fridge immediately, preferably away from the door so it stays cooler.



DO stir in the liquid (aka the whey) to add even more protein, potassium and calcium to your yogurt.



DO check the label for added sugars in some flavored varieties if you are watching your calorie intake.



DON'T eat it if you spot mold anywhere, even if it's just on the lid. Throw it away and buy a fresh container.



DON'T double-dip your spoon into the yogurt if you're keeping the container for later use. Use a clean spoon.

PEOPLE

A YOGURT MAKER'S STORY

“No offense to folks that love soy, coconut and almond yogurt ... but that's not yogurt!” says **Sarah Goreham-Simon, Director of Quality Assurance & Consumer Affairs for award-winning Super Store Industries**—the company behind Sunnyside Farms and other dairy delights. If Goreham-Simon is opinionated on the matter, she has every right to be: She's worked in the industry since 1998. “There's a ‘Health Halo’ around yogurt,” she says. “Because it's made from milk, it offers protein, calcium, vitamin B-12, vitamin B-2, potassium, magnesium and several other nutrients. Plus, the live strains of ‘good bacteria’ and ‘probiotics’ offer immune benefits and help maintain a healthy digestive tract.” Since she started at the company, Goreham-Simon has watched yogurt's popularity skyrocket. “It seems you are seeing a new type of yogurt-based offering every week,” she says, “from cream-on-the-top yogurt to yogurt for men.” It's ironic, but she wasn't a big yogurt fan as a child. “I now



rarely go a day without enjoying at least one type of the cups and drinkable yogurts we produce,” Goreham-Simon says. Her favorite flavors: piña colada and peach. Even her dogs, Max and Babs, love plain yogurt. “I put it on top of their food—but they really enjoy licking it out of the empty container, too!”

Just Add Yogurt!

You can make almost any meal more delicious (and nutritious!) with calcium-, protein- and probiotic-packed yogurt. Read on and choose your favorite ways to enjoy it, all day long.

BREAKFAST



Make a **pretty parfait** in a clear glass: layer yogurt, granola and fruit.

Top **waffles and pancakes** with yogurt and add strawberries or blueberries.

In a **fruit smoothie**, add yogurt for more protein.

LUNCH



Dunk **raw veggies** into plain yogurt or add chopped cucumber, dill and lemon to plain yogurt for a tasty dip.

Add a dollop of plain yogurt on **tomato soup** for a dose of creaminess.

Replace the mayo in **tuna or egg salad sandwiches** with plain yogurt to impart a new, healthy flavor.

DINNER



Use plain yogurt in place of sour cream on dishes like **quesadillas, tacos and chili**. *Olé!*

Try **tandoori chicken**—a classic Indian dish—by marinating the poultry in yogurt and spices, then barbecuing.

Make a **creamy salad dressing** with yogurt, olive oil and spices.

SNACKS



Jazz up plain yogurt with your own flavorings: **cinnamon, honey and chopped fruit** make tasty toppings.

Make a **whipped peanut dip** for apples by adding peanut butter to yogurt.

Make **yogurt ice pops!** Just add honey to yogurt, layer it with fruit and freeze in an ice pop mold.



Yogurt by the Numbers

Consider yogurt a secret weapon in your eating plan. Yogurt contains three nutrients Americans typically don't get enough of - calcium, potassium and, if fortified, vitamin D plus protein and probiotics (live, good bacteria that strengthen your immune system). Getting three servings of milk products, including yogurt, each day as part of overall healthy eating patterns just makes good sense!



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OUNCES:

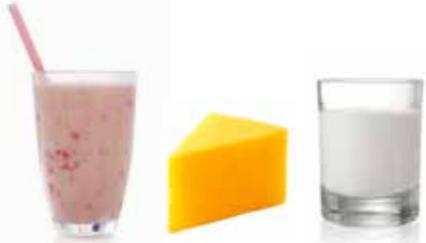
A FULL SERVING OF YOGURT. SIZE MATTERS! MOST SINGLE-SERVING PACKAGES ARE JUST 6 OUNCES, SO CHECK THE LABEL OR BUY IN LARGER TUBS.

100,000,000:

LIVE, GOOD-FOR-YOUR-GUT BACTERIA CELLS (PROBIOTICS) IN ONE CUP OF YOGURT.



11:
The number of essential vitamins and minerals in most yogurts. No pills required.



3 SERVINGS:

The amount of dairy you should consume per day, according to the Dietary Guidelines for Americans.

9: The number of essential amino acids in yogurt. That makes it a high-quality, complete protein—like meat, fish and quinoa.