



SCAN CODE FOR
DIGITAL VERSION

ENHANCE YOUR COOLER

Offer consumers popular yogurt,
dairy and plant-based brands



DANONE
NORTH AMERICA
AWAY FROM HOME

Call the Danone Away From Home Team to learn more:
(888) 620-9910 or visit DanoneAwayFromHome.com

All kinds of better™

IMPLEMENT THE IDEAL YOGURT SET

As yogurt variety grows larger, it is crucial to have a stocked cooler to meet consumers' top brand yogurt requests. Danone's 5.3 oz portfolio brings a holistic offering set to drive yogurt growth.

GREEK



Higher Protein is the **#1** product attribute Consumers are seeking in their Yogurt¹

OIKOS
GREEK YOGURT

Oikos outpacing yogurt category growth nearly

2x²

OIKOS
TRIPLE ZERO

Oikos Triple Zero is driving growth across the largest operator segments; growing

+21%

in total foodservice!³

TRADITIONAL LIGHT



72%
of consumers are trying to limit/avoid sugar¹



#1
in the light yogurt segment in Foodservice⁴

TRADITIONAL



49%
of consumers say affordable quality and value matters most when choosing food/beverages, and is even more important post COVID⁵

DANNON

89%
brand awareness – strongest in the Danone portfolio!⁶

PLANT-BASED



28%
of consumers are willing to pay more for plant-based items on menus!⁶

Silk

#1
Plant-Based Yogurt brand⁷



#2
Plant-Based Yogur

RECOMMENDED PRODUCTS

GREEK

1



OIKOS STRA/BLUE/CHY 12X5.3OZ #175517

Alternate:
OIKOS VANILLA 5.3OZ #171869

2



TZ STRAW
5.3OZ #98431

Alternate:
TZ VANILLA
5.3OZ #98429

3



LT N FIT GREEK
STRAW/BLUE 12X5.3OZ
CLUB #71538*

Alternate:
TWO GOOD GREEK
STRAWBERRY
5.3OZ #153055*

TRADITIONAL

1



LT N FIT STRAWBERRY
5.3OZ #113050

Alternate:
LT N FIT VANILLA
5.3OZ #113053

2



DANN VANILLA
CLASSIC 5.3OZ #119060

Alternate:
DANN STRAWBERRY
FOB 5.3OZ #119009

PLANT-BASED

1



SD COCONUT
VANILLA YOGURT
5.3OZ 12CT #140247

Alternate:
SILK SOY STRAWBERRY
YOG 5.3OZ 8CT #128473

USAGE: SNACK OR MEAL ACCOMPANIMENT

1. : Mintel, Yogurt & Yogurt Drinks 2022, Food Insight, Kerry, The Protein Mindset, 2021, Y. 2. IRI Ttl US-MULO data ending 10/2/22. 3. NPd Supply Track September 2022. 4. NPd Supply Track – August 2022. 5. DNA Custom Category & Brand A&U Tracker, Wave 3; : IPSOS brand and communication poll, w/o Mar 16, adults aged 18-65;US; McKinsey & Company COVID-19 US Consumer Pulse 5/11-5/17/2020; IPSOS ESSENTIAL Report, May 14-17, 2020. 6. Technomic Healthy Eating Report 2022. 7. CIRI Scan Data, TTL US MULQ, L25W 1-23-2022; Yogurt Category Platform Report #4.

MEET CONSUMER NEEDS WITH SINGLE SERVE BEVERAGES

If you are offering traditional dairy milk in your cooler, you are missing out on consumers that are looking for a plant-based or organic option. Silk and Horizon are leading brands that offer a delicious, shelf-stable option consumers are looking for.

PLANT-BASED



60%

of people agree their food & beverage habits are increasingly shifting to plant-based¹

Silk

#1

Plant-based beverage brand²

DAIRY



Organic Dairy Market

+11%

from 2020³



#1

Organic dairy brand²

RECOMMENDED PRODUCTS

PLANT-BASED

1



SILK ALMOND ASEP
VANILLA
8OZ 18CT
#136461
Alternate:
SILK ALMOND ASEP
DK CHOC
8OZ 18CT #136460

2



SILK SOY ASEP VERY
VANILLA
8OZ 18CT
#136466
Alternate:
SILK SOY ASEP
CHOCOLATE 8OZ
18CT #136465

ORGANIC DAIRY

1



HO ORGANIC ASEP
CHOCOLATE MILK 1%
8OZ 18CT CLB
#136917

2



HO ORGANIC ASEP
PLAIN MILK 1%
8OZ 18CT CLB
#136980

USAGE: MEAL ACCOMPANIMENT



RECOMMENDED PRODUCTS

DANONE CODE	DISTRIBUTOR CODE	PRODUCT DESCRIPTION	PACK CONFIG
YOGURT CUP			
GREEK			
175517		DANN OIKOS STRA/BLEU/CHY	12X5.3OZ
171869		DANN OIKOS VANILLA	12X5.3OZ
98431		DANN OIKOS TRIPLE ZERO STRAW	12X5.3OZ
98429		DANN OIKOS TRIPLE ZERO VANILLA	12X5.3OZ
71538		LT N FIT GREEK STRAW/BLUE	12X5.3OZ
78695		LT N FIT GREEK STRAWBERRY	12X5.3OZ
153066		TWO GOOD GREEK VANILLA	12X5.3OZ
153055		TWO GOOD GREEK STRAWBERRY	12X5.3OZ
TRADITIONAL			
113050		LT N FIT STRAWBERRY	12X5.3OZ
113393		LT N FIT STR/BLU/PEACH	24/5.3OZ
119060		DANN VANILLA CLASSIC	12X5.3OZ
119009		DANN STRAWBERRY FOB	12X5.3OZ
119010		DANN BLUEBERRY FOB	12X5.3OZ
140247		SD COCONUT VANILLA YOG	12X5.3OZ
128473		SILK SOY STRAWBERRY YOG	8X5.3OZ
PLANT BASED BEVERAGE			
136461		SILK ALMOND ASEP VANILLA	18X8OZ
136466		SILK SOY ASEP VERY VANILLA	18X8OZ
136460		SILK ALMOND ASEP DK CHOC	18X8OZ
136465		SILK SOY ASEP CHOCOLATE	18X8OZ
ORGANIC DAIRY			
136917		HO ORG ASEP CHOC MILK 1%	18X8OZ
136980		HO ORG ASEP PLAIN MILK 1%	18X8OZ



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