

PUBLIC HEALTH ADVOCATES SUPPORT THE ROLE OF APPROPRIATE SWEETNESS IN A HEALTHY DIET



Sugar has been used for many centuries to make traditional, homemade foods. It contributes to the color, flavor and texture of food, increasing the palatability of nutrient-dense snacks and meals. The sugar in Chobani® Greek Yogurt comes from natural sources—fresh milk, fruit and natural evaporated cane juice. It contains just the right amount of sugar to balance the flavor of a nutrient-intense powerhouse that’s loaded with protein and calcium and contributes potassium and probiotics to diets.

With Americans’ growing desire for sweet foods, we seek to meet people’s taste preferences, while including only the amount of sugar necessary to balance the taste. To us, it is more important to take a broader approach to nutrition, considering the whole nutritional package and dietary pattern, rather than focus solely on the amount of an individual food component, such as sugar, fat or other specific ingredients. And public health advocates agree!

“Sugars add desirable sensory effects to many foods, and a sweet taste promotes enjoyment of meals and snacks. In fact, when sugars are added to otherwise nutrient-rich foods, such as sugar-sweetened dairy products like flavored milk and yogurt and sugar-sweetened cereals, the quality of children’s and adolescents’ diets improves.”

American Heart Association, Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement from the American Heart Association (2009)

“Foods that are low in nutrient density are appropriate in quantities consistent with energy needs, especially when they are only occasional treats (e.g., special treat of a brownie) or when they contribute to the enjoyable flavor of foods with high nutrient density (e.g., a bit of honey added to yogurt).”

Academy of Nutrition and Dietetics, Position of the Academy of Nutrition and Dietetics: Total Diet Approach to Healthy Eating (2013)

Sugars consumed in nutrient-poor foods and beverages are the primary problem to be addressed, not simply sugars themselves. Consumed within recommended calorie amounts, sweetness can offer an effective tool to promote consumption of nutrient-dense foods and beverages.”

American Academy of Pediatrics, Policy Statement: Snacks, Sweetened Beverages, Added Sugars, and Schools (2015)

“With careful menu planning, enough discretionary calories should be available to cover flavored fat-free milk in place of plain fat-free milk as a daily option, some flavored low-fat yogurt, and some sweetened ready-to-eat cereals. These are highly nutritious foods that are very popular with many schoolchildren and that are identified in the AHA statement as potentially having a positive impact on diet quality [. . .] The omission of those sweetened foods might result in decreased student participation as well as in reduced nutrient intakes.”

Institute of Medicine, School Meals: Building Blocks for Healthy Children (2009)

Learn more about Greek Yogurt at chobani.com/nutritioncenter.