

# BUILDING CHAMPIONS

**Nicki Briggs, MS, RD, director of communications at AgroFarma, the manufacturer of Chobani Greek Yogurt, sees nutritious Greek-style children's yogurt as the next big trend.**



## Why is it important for kids to have yogurt in their diet?

**Nicki Briggs:** More than ever, yogurt is a great option for kids because it's healthier than many of the other snack choices kids are faced with today like candy, cookies and chips, which are often high in calories, saturated fat, and salt. Our children's line of Greek Yogurt, Chobani Champions, on the other hand, is a good for you alternative that has calcium, vitamin D, protein and probiotics. Plus it's thick, creamy, and tastes good. You really can't beat that!

## How does your new Chobani Champions differ from other children's yogurts on the market?

Like all Chobani products, Chobani Champions is 100% natural, which means you won't find any high-fructose corn syrup, artificial sweeteners, artificial colors or synthetic growth hormones.

Like all yogurt, Champions starts with adding cultures to milk, which ferment the lactose in the milk to make yogurt. At Chobani, we take it one step further and strain our yogurt to remove the excess liquid, resulting in a thick, creamy product. We call it an authentic Greek-style yogurt because there's no need to add gelatin, starches or other thickeners. Each 3.5-ounce cup of Chobani Champions contains 8 grams of protein, surpassing other children's yogurt offerings, which average about 4 grams.



so as to make them more palate-friendly for children. We also added vitamin D, so it has 20% of the daily vitamin D requirement, which is an important, often deficient nutrient. And we have plans to do the same for our adult line.

## Why did AgroFarma decide to add Chobani Champions to its product line?

There was a big gap in the industry. Chobani Greek Yogurt sales are booming, but there's a huge population of yogurt consumers—children—currently being overlooked. Kids deserve a product with all of the great attributes—high protein, nutritious, creamy texture, etc.—that Greek yogurt consumers know and love.

## How have parents been reacting to Chobani Champions?

The response has been overwhelmingly positive. Even though children are the ones often driving the purchase, their parents are thrilled to have a healthy option that their kids will actually eat, especially since many of the current children's yogurts available on the market are so high in sugar. And we've also heard from a lot of parents who admit to us that they wait until their kids are at school and then sneak the product for themselves because they like it so much.

## What can retailers do to educate consumers about incorporating healthy foods such as Chobani Champions into their diets?