

A person's hands are shown grating a green cucumber on a wooden cutting board using a metal grater. A pile of shredded cucumber is on the board. To the right is a white container of Chobani Non-Fat Plain Greek Yogurt. The background is a kitchen with a white sink. The image is framed by decorative shapes: a red semi-circle with white dots at the top left, a light blue semi-circle at the top right, and a pink semi-circle with white dots at the bottom right.

Building Healthier Lifestyles with Chobani® Yogurt

Tips and Tools for Supermarket Registered Dietitian Nutritionists

ONLY NATURAL INGREDIENTS
Chobani
Non-Fat Plain Greek Yogurt

ONLY NATURAL INGREDIENTS

Chobani
Non-Fat Plain Greek Yogurt

Our triple strained, delicately creamy recipe. Full of endless possibilities. Smoother of smoothest smoothies, dazzler of the dreamiest dips, fluffer of fluffiest flapjacks, creamer of creamiest crème brûlée. This is magic in the making.

LOCALLY SOURCED MILK

NET WT 32 OZ (2LB) 907g



ONLY NATURAL
INGREDIENTS

Chobani

Greek Yogurt with
Raspberry on the Bottom

LOCALLY SOURCED MILK

Chobani

Greek Yogurt with
Raspberry on the Bottom

MILK
0%
FAT

ONLY NATURAL
INGREDIENTS

Chobani

Greek Yogurt with
Blueberry on the Bottom

LOCALLY SOURCED MILK

Chobani

Greek Yogurt with
Blueberry on the Bottom

MILK
0%
FAT

ONLY NATURAL
INGREDIENTS

Chobani

Greek Yogurt with
Peach on the Bottom

LOCALLY SOURCED MILK

Chobani

Greek Yogurt with
Peach on the Bottom

MILK
0%
FAT

LOCALLY SOURCED MILK

Chobani

Greek Yogurt with
Strawberry on the Bottom

MILK
0%
FAT

Dear Supermarket Registered Dietitian Nutritionists,

Since we started our journey in 2007, Chobani is proud to have revolutionized the yogurt aisle—and to have given the communities we serve access to more naturally nutrient-dense choices. And we're continuing to push our food and nutrition vision forward to make universal wellness happen sooner. Chobani recognizes registered dietitian nutritionists and healthcare professionals as key partners to achieving this vision—which is why we're excited to give you and your clients an in-depth look at the health and nutrition benefits of the food we make.

Today, consumers view supermarkets as nutritional health and wellness destinations. They are seeking to know what is in their food and how they can make more nutritious choices to improve their lifestyles. In fact, research shows that 32% of consumers who value health and wellness and transparency are actively looking for information on food and beverage topics.¹

Chobani recognizes that, as an in-store expert, your role as a supermarket dietitian puts you in the perfect position to navigate the supermarket landscape and to supply consumers with the science-based facts and helpful tips they need to build a healthier diet that fits their needs.

Our goal at Chobani is to make it easy for people to choose nutrient-dense foods and give them the knowledge and skills they need to easily incorporate these foods into their diet. With our Chobani® yogurts, we are confident we can find ways to help people tackle cravings that lead to poor food choices, enhance their satiety throughout the day and live a better, healthier life. It's a big goal, and we're up for it!

That's why we've created this supermarket RD toolkit to help you educate and inspire people to make positive changes in the supermarket and anywhere else they make a food purchase decision. There are a number of resources for you as a health professional and we encourage you to share these materials with your clients and customers.

We hope you find the information and resources valuable, and that we can continue to be a resource for you and your clients. If you have any additional needs or questions, please do not hesitate to reach out.

Best regards,



Robert C. Post, Ph.D., MEd., MSc.
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The Importance of Dairy Foods

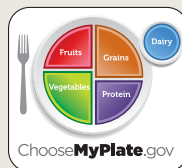
According to the *2015–2020 Dietary Guidelines for Americans (DGA)*, dairy foods—like low-fat and fat-free yogurt—contribute many important nutrients and are an essential part of healthy eating patterns. However, nearly 90% of Americans are not consuming the recommended 3 cups of dairy per day.² As a great source of high-quality protein and natural calcium, as well as additional benefits like potassium and probiotics, choosing Chobani® yogurt is a nutrient-dense way to help build healthier diets.

The Dairy Benefit

Consuming dairy products provides several health benefits. Dairy foods provide nutrients that are vital for health and maintenance of your body. For example:

- Consuming dairy foods is linked to improved bone health, and may reduce the risk of osteoporosis.
- Dairy foods are especially important for bone health during childhood and adolescence, when bone mass is being built.
- Consuming dairy foods is also associated with a reduced risk of cardiovascular disease and type 2 diabetes, and with lower blood pressure in adults.

Use MyPlate as a guide. Each meal should be about one-quarter protein foods, one-quarter whole grains and one-half fruits and vegetables. Alongside, add a dairy food. The MyPlate visual makes healthy eating simple: Just build your plate using the same proportions as shown in the icon.



Why Choose Greek?



Greek Yogurts—like Chobani® Greek Yogurt—naturally provide high-quality protein and key nutrients. It takes 3 cups of low-fat milk to make just 1 cup of Chobani® Greek Yogurt, making it a nutrient-dense yogurt choice.

Each serving of Chobani® Greek Yogurt provides:

- 11–14g protein—2x the protein of regular yogurts³
- Live and active cultures, including probiotics, which may help promote digestive health and support immune health
- Naturally low in sodium
- Just the right amount of natural sweetness to balance taste
- Only natural, non-GMO ingredients
- No artificial ingredients or preservatives
- Less than 5% lactose—a perfect part of a low-lactose diet
- Made with milk from cows not treated with rBST†

And Now, Chobani® Less Sugar* Greek Yogurt



Those who prefer a milder, less sweet Greek Yogurt will love Chobani® Less Sugar* Greek Yogurt. Authentically strained, low-fat (2% milkfat) Greek Yogurt is blended with carefully curated varietal fruits and spices for a delicious, subtly sweet option. Each cup has 120 calories, 12g of protein, and no more than 9g of sugar.

- High protein, 50% less sugar than other yogurts*
- Nothing artificial, just a hint of real varietal fruits and spices for delicious flavor
- Only natural, non-GMO ingredients
- 6 varieties including Alphonso Mango, Gili Cherry, and Madagascar Vanilla & Cinnamon

† According to the FDA, no significant difference has been found between milk derived from rBST-treated and non-rBST-treated cows.

* Chobani® Less Sugar Greek Yogurt : 9g sugar; other yogurts: 18g sugar per 5.3oz serving

Navigating the Yogurt Aisle

The dairy case is more crowded than ever today, making it even more important to arm consumers with key information when selecting a yogurt product. While certain types of yogurt may be highly nutritious, not all yogurts are created equal. For example, yogurts like Chobani® Greek Yogurt that use authentic straining instead of thickeners provide more protein than regular, unstrained yogurt³, along with many beneficial nutrients. Today, you'll also see that many traditional yogurts in the dairy case contain artificial sweeteners, artificial flavors, and/or artificial preservatives. That makes it hard to find yogurt options that meet health goals, taste good, and contain simple ingredients.

To find the best selection in the yogurt aisle, look for:

Protein:

Helps you feel fuller and more satisfied between meals⁴ and promotes muscle health⁵

Natural calcium from milk:

Helps build and maintain healthy bones^{6,7}

Powerhouse of nutrients:

Helps meet daily nutrient needs more easily (like options that offer protein along with calcium and potassium) within a sensible amount of calories

Probiotics (a.k.a “live and active cultures”):

May support digestive health and immune health.⁸

Only natural ingredients:

Provide the real nutrition you need without the artificial ingredients you don't

Balanced fats:

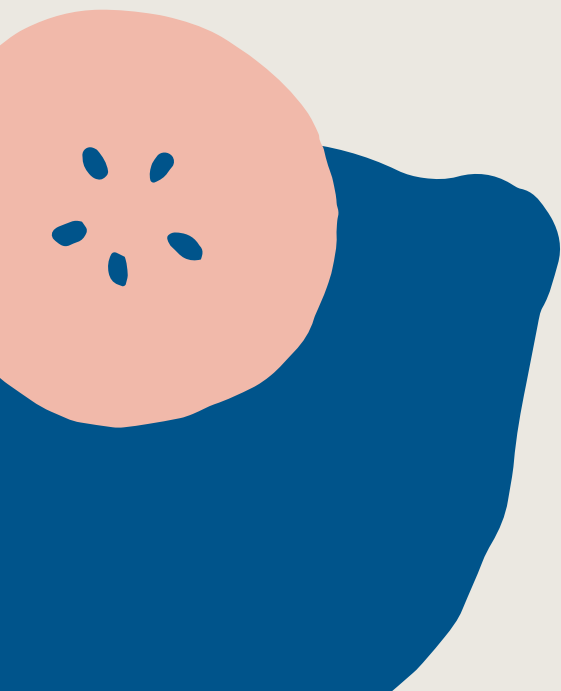
Research about dairy fats is changing. Dairy fats help keep you feeling full and may provide other benefits when they are consumed within your calorie-budget.

Tip 1

To find an authentically strained Greek Yogurt, read the ingredient list thoroughly—a true, authentic Greek Yogurt has no added lower quality proteins (e.g., milk protein concentrate, whey protein concentrate) or thickeners (e.g., gelatins, modified starches).

Tip 2

When comparing products and sugar information, it's important to look at the total nutrition package of a food or beverage. You'll notice that products like Chobani® yogurts do contain some added natural sugar, which is used—just like Grandma does when she makes jam—to round out the flavor of fruits and ingredients that may be undesirably tart. But you'll also notice that they're full of great nutrition, which outweighs the small amount of sugar by offering a host of beneficial nutrients like protein, calcium, potassium, and much more.



Snacking Smarter with Chobani® Yogurt


Snacking has become a highly popular eating occasion with major implications for healthy eating patterns. Most Americans—about 94%—snack at least once a day, and about half of adults snack 2–3 times daily.^{9,10} But typical snacking is not always healthy snacking, as most people snack to satisfy a craving,¹ proving that taste and enjoyment are priorities. As a result, snacks contribute about one-fourth of Americans' calories but provide fewer key nutrients (protein, iron, vitamin D, fiber, and potassium) compared to other meals.^{9,10} But we want to change that.

With all of this snacking, it is important to help consumers choose better options to get the most from their snack breaks, as well as at all times of the day. By shifting choices from the typical less nutritious, empty-calorie foods and beverages to nutrient-dense choices like Chobani® yogurt, which is packed with protein and calcium and also contributes potassium, key vitamins, and probiotics, people can build healthier eating patterns that satisfy cravings and nutrient needs, without increasing calories. This means getting more nutrition for your calories.



Snack Smarter
Right From the Start

See how typical food and beverage snacks stack up with these charts from Chobani™ Health and Wellness.**

	Chobani® Blueberry Fruit on the Bottom Greek Yogurt	Chocolate Peanut Butter Granola Bar	Cheese-Flavored Tortilla Chips	Fruit-Filled Pastry	Blueberry Muffin
Serving Size	1 container (150g)	1 bar (37g)	1 oz. (28g)	4¼" pastry (71g)	1 medium muffin (113g)
Calories	120	190	150	260	400
Sugar (g)	15	9	0	20	36
Sodium (mg)	50	71	196	316	380
Protein (g)	12	4	2	4	5
Calcium (%*)	15	4	4	3	5
Potassium (%*)	6	4	2	2	4
Contains Probiotics		×	×	×	×

	Chobani® Less Sugar* Greek Yogurt Wild Blueberry	Ready-to-Eat Vanilla Pudding	Leading Original Low Fat Yogurt	Generic Low-Fat Fruit Yogurt	Vanilla Soft-Serve Frozen Yogurt
Serving Size	1 container (150g)	1 container (4oz)	1 container (170g)	1 container (142g)	½ cup (72g)
Calories	120	143	150	107	114
Protein (g)	12	2	6	6	3
Sugar (g)	9	19	18	26	17
Calcium (%DV)	15	5	20	20	10
Number of Live and Active Culture Strains, including probiotics	6	0	3	3	0
Only Natural Ingredients		×	×	×	×

	Chobani® Strawberry Banana Greek Yogurt Drink	Iced Mocha	Fruit Punch Drink	Sweet Lemon Tea	Citrus Energy Drink
Serving Size	1 bottle (7 fl. oz.)	1 bottle (7 fl. oz.)	1 serving (7 fl. oz.)	1 serving (7 fl. oz.)	1 can (7 fl. oz.)
Calories	140	140	120	110	90
Sugar (g)	15	21	28	23	22
Protein (g)	10	3	0	0	0
Vitamin B12 (%*)	25	15	0	0	0
Calcium (%*)	20	12	2	1	2
Potassium (%*)	10	9	2	1	0
Contains Probiotics	♥	×	×	×	×

** Comparisons are made to standard reference items listed in the USDA National Nutrient Database as of May 2018.



Key Talking Points for Retail Dietitians

Easy, on-the-go nutrition

Supplying 11–14g of high-quality protein, along with naturally bioavailable calcium and potassium, Chobani® yogurt provides a portable and nutritious option for busy lifestyles.

A superior snack

Swapping out less nutrient-dense and calorie-dense snacks for Chobani® yogurt is a convenient and delicious way to meet or improve daily nutrient needs within calorie limits.

A better ingredient choice

As a versatile and nutritious ingredient, Chobani® Plain Greek Yogurt can be used in place of more calorie-dense ingredients like butter or mayonnaise to control calories, improve nutrition, and improve deliciousness of meals and recipes.

Something for everyone

From satiating breakfast choices to sophisticated snack options, Chobani offers a variety of affordable products for all ages and taste preferences to help achieve delicious and nutritious eating easily and conveniently.

An essential part of a healthy meal

MyPlate recommendations, which make the *Dietary Guidelines for Americans* actionable, include 1 serving (a cup) of low-fat or fat-free dairy at meals. So, 1 cup of Chobani® yogurt at breakfast, lunch, or dinner is an easy way to meet dairy recommendations. Learn more about building balanced meals with dairy at **ChooseMyPlate.gov**.

Only natural, simple ingredients

While other regular yogurts contain artificial flavors, artificial sweeteners, and/or artificial preservatives, Chobani® Greek Yogurts are made with real fruit and no artificial ingredients to provide great flavor while keeping sugar in check.



A Simple Shift for a Healthier Recipe

Spoon for spoon, Chobani® Greek Yogurt is a great way to plus up the nutritional value of any recipe. Shifting to Greek Yogurt, instead of other common culinary ingredients, is a step toward a healthier diet by reducing calories and fat and increasing protein and other essential nutrients.

Using Chobani® Yogurt in the Kitchen



Make a better taco

Use 1 tbsp. of Chobani® Savor™ Low-Fat (2% milkfat) Greek Yogurt topper as a condiment instead of 1 tbsp. of sour cream to save over 20 calories.¹¹

Yogurt is a versatile and nutritious ingredient in the kitchen. Whether you use it as a base for smoothies or a topping for tacos, Chobani® yogurt can lighten up the calories and plus-up nutrition in your favorite meals and recipes.



Lighten up soups

Replace heavy cream with Chobani® Whole Milk Plain Greek Yogurt as a soup thickener to cut over 600 calories per recipe.¹²

Chobani® Plain Greek Yogurt is a refrigerator staple that serves as a versatile blank canvas to help you create nutritious and great tasting food without the sacrifice. Its deliciously rich taste and thick and creamy texture make it perfect for your morning yogurt bowl or smoothie. Plus, it's an excellent source of protein, which makes it a great substitute for ingredients such as heavy cream, sour cream, mayonnaise, and butter in a wide range of recipes—from dips and sauces to baked goods. Chobani® Plain Greek Yogurt is available in Non-Fat, Low-Fat (2% milkfat), and Whole Milk varieties.

Your favorite recipes just got smarter

Chobani® Greek Yogurt is a smart ingredient that you can use in all of your favorite recipes. Check out where it fits. Visit chobani.com/recipes to find more deliciously nutritious recipe inspiration.

† According to the FDA, no significant difference has been found between milk derived from rBST-treated and non-rBST-treated cows.

* Chobani® Smooth: 14g sugar, 11g protein; other traditional yogurts: 19g sugar, 5g protein per 5.3oz serving.

1 Mintel. Snacking Motivations and Attitudes US 2015 Report.

2 U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015

3 Chobani® Greek Yogurt: 12g (24% DV) protein per 5.3oz (150g) serving; regular (nonfat or low-fat) yogurt, 6g (12% DV) per 5.3oz (150g) serving.

4 Dhillon, Jaapna et al. The effects of increased protein intake on fullness: a meta-analysis and its limitations. J Acad Nutr Diet. 2016;116.6:968-983.

5 Paddon-Jones D, Leidy H. Dietary protein and muscle in older persons. Curr Opin Clin Nutr Metab Care. 2014 Jan;17(1):5-11.

6 National Institutes of Health. Calcium and Vitamin D: Important at Every Age. NIH Osteoporosis and Related Bone Diseases National Resource Center. May 2015. Retrieved from http://www.niams.nih.gov/health_info/bone/bone_health/nutrition/

7 Kalkwarf HJ, Khoury JC, Lanphear BP. Milk intake during childhood and adolescence, adult bone density and osteoporotic fractures in US women. Am J Clin Nutr. 2003 Jan; 77(1):257-654.

8 Hermarajata P, Versalovic J. Effects of probiotics on gut microbiota: mechanisms of intestinal immunomodulation and neuromodulation. Therap Adv Gastroenterol. 2013;6:39-51.

9 USDA ERS. Snacking Patterns of U.S. Adults: What We Eat in America, NHANES 2007-2008. June 2011.

10 Scientific Report of the 2015 Dietary Guidelines Advisory Committee. February 2015.

11 According to the USDA Agricultural Research Service National Nutrient Database for Standard Reference, replacing cultured sour cream (24 calories per tablespoon (12g)) with Chobani® Non-Fat Greek Yogurt (4 calories per tablespoon (12g)) saves 20 calories.

12 According to the USDA Agricultural Research Service National Nutrient Database for Standard Reference, replacing heavy whipping cream (821 calories per cup (8oz)) with Chobani® Greek Yogurt 4% (196 calories per cup (8oz)) saves 625 calories.

