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FOR IMMEDIATE RELEASE

## **Yoplait® Go-GURT® Celebrates The Muppets' World Tour in Disney's Muppets Most Wanted**

MINNEAPOLIS (March 11, 2014). Yoplait Go-GURT® yogurt is celebrating the Muppets and their new movie, Disney's "Muppets Most Wanted," in which the Muppets go on a global tour, selling out grand theaters in some of Europe's most exciting destinations. Now through April, each package of specially marked 8 and 16-count Go-GURT features different Muppets from the movie. Find wacky Muppets fun with Miss Piggy, Kermit the Frog, Fozzie Bear, Gonzo the Great, Animal, Dr. Bunsen Honeydew, Rowlf the Dog and Swedish Chef on every single tube! Wocka! Wocka! "Muppets Most Wanted" hits theatres March 21, 2014.

### **Movie Night Treats**

Families can join in the fun and make recipes inspired by stops along the Muppets' world tour with six delicious new snack and lunch ideas from Betty Crocker! Helping out the Betty Crocker team, Swedish Chef makes cameos throughout to explain (as only Swedish Chef can) his favorite things about each recipe.

Moms can also feel good about serving these before or after movie night since Go-GURT is a fun source of calcium and vitamin D for kids. And now, Go-GURT is made with no high fructose corn syrup and natural colors and flavors.

Layer on the fun with easy-to-make Fruity Go-GURT Love Parfaits. They are a colorful fruit and yogurt combination creating a delicious and refreshing treat that everyone can enjoy.

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Want to pack a little silly fun in your child's lunch? Carry the luck o'the Irish with this kid friendly take on the Dublin classic "fish and chips." Kids will want to dig into "The Chipper" Bento Box.

The simple-to-make Fruit Tapas with Fruity Go-GURT Dip will please the whole family. Set up a few "small plates" and bring the fun of Spanish tapas to snack time.

With 30 years of experience, Yoplait continues to bring innovation to the category by focusing on consumers' varying needs from a trusted brand they can rely on and is fun for their families. A good source of calcium, Go-GURT yogurt contains natural colors and flavors and has at least 10 percent daily value of Vitamin A and D.

Go-GURT is available in 8, 16 and 24-count package varieties; the tube offerings are as fun as they are healthy. With a suggested retail price of \$2.89 per 8-pack, \$4.99 per 16-pack, and \$6.49 per 24-pack, Go-GURT is available nationally in the refrigerated aisle. For more information from Go-GURT yogurt, visit [www.yoplait.com](http://www.yoplait.com).

### **About General Mills**

General Mills is one of the world's leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki, and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2013 worldwide sales of US \$17.8 billion. Visit [www.generalmills.com](http://www.generalmills.com).

### **About the Movie**

Disney's "Muppets Most Wanted" takes the entire Muppets gang on a global tour, selling out grand theaters in some of Europe's most exciting destinations, including Berlin, Madrid, Dublin and London. But mayhem follows the Muppets overseas, as they find themselves unwittingly entangled in an international crime caper headed by Constantine—the World's Number One Criminal and a dead ringer for Kermit the Frog—and his dastardly sidekick Dominic, aka Number Two, portrayed by Ricky Gervais. The film stars Ty Burrell as Interpol agent Jean Pierre Napoleon and Tina Fey as Nadya, a feisty prison guard.

Disney's "Muppets Most Wanted" is directed by James Bobin and produced by David Hoberman and Todd Lieberman. Bobin wrote the screenplay with Nicholas Stoller, who is also executive producer with John G. Scotti. Featuring music from Academy Award®-winning songwriter Bret McKenzie, "Muppets Most Wanted" hits the big screen March 21, 2014. For more information, visit [Disney.com/Muppets](http://Disney.com/Muppets), like us on Facebook: [Facebook.com/Muppets](https://Facebook.com/Muppets), and follow us on Twitter: [www.Twitter.com/TheMuppets](https://www.Twitter.com/TheMuppets).

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