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FOR IMMEDIATE RELEASE

**Yoplait® Yogurt Making Headlines with Health News!**  
*Reformulated Go-GURT®=No High-Fructose Corn Syrup, Has Natural Flavors  
and Colors!*

MINNEAPOLIS, Minn. (September 12, 2013). Newly reformulated Yoplait® Go-GURT® yogurt is hitting the store shelves now with vibrant new packaging featuring the new health messaging—no high-fructose corn syrup and has natural flavors and colors. Just the same great taste and fun only Yoplait can deliver in a tube.

“Our consumers expressed their need for a product that doesn’t contain high fructose corn syrup for their kids and we listened and acted,” said Justin Conzemius, Yoplait associate marketing director. “For the past year, we have been working on a product that would achieve those goals, yet continue to deliver a product that kids found fun and delicious.”

“We know that sugar is a concern for parents and that parents desire more natural products,” said Melissa Haase, Yoplait research and development. “While there were hurdles with the new reformulation, we were also able to reduce the sugar by 1 gram and lower the calories from 70 to 60 calories per serving.”

Go-GURT continues to deliver kid fun with vibrant colors and all the same flavors they love. The new product tastes the same and when tested side-by-side with the previous Go-GURT, kids continued to enjoy the new product.

With the school year kicking off, Go-GURT makes a great lunchbox addition for back-to-school fun because it is designed to freeze and thaw by lunchtime. In addition, Go-GURT also is a perfect afternoon snack for mom to continue to feel good about giving to her kids.

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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% daily value of Vitamin A and D. The reformulated Go-GURT has new packaging with the health messages called out, and all the same great flavors. Available in 8 and 16-count package varieties, the tube offerings are as fun as they are healthy. With a suggested retail price of \$2.89 per 8-pack and \$4.99 per 16-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).

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