



## **NEW! Yoplait® Go-GURT® Reformulated** *No High-Fructose Corn Syrup, Has Natural Flavors and Colors!*

### **Fact Sheet**

New Yoplait® Go-GURT® yogurt gives everyone a reason to be happy because it contains no high-fructose corn syrup and is made with natural flavors and colors.

- The first-ever yogurt in a tube, the new formula of Go-GURT® Portable Lowfat Yogurt makes on-the-go snacking slurpably fun and delivers on consumers needs.
  - **No high fructose corn syrup**
  - **Has natural colors and flavors**
  - Good source of Calcium: 15% daily value of calcium
  - At least 10% daily value of Vitamin A and D
  - Sugar reduction by 1 gram with new reformulation
  - Lowered calories from 70 to 60 calories per serving
- Go-GURT is specially made to freeze and thaw by lunchtime. The coolest calcium at lunch!
- Calcium and vitamin D are essential nutrients for building strong bones and three out of four kids are not getting the recommended levels.
- Kids go crazy for the delicious, creamy texture and wacky flavors, and moms love the Yoplait goodness.
- Suggested retail price of \$2.89 per 8-pack; \$4.99 for 16-pack.

#### **Availability:**

- New vibrant packaging with health messages called out is available nationally in the refrigerated aisle.

**Go-GURT Flavors:**

- Agent Berry  Banana Split  Berry Blue Blast  Blue Raspberry Ice 
- Booyakasha Berry  Burstin' Melon Berry  Chill Out Cherry 
- Cool Cotton Candy  Perry Berry  Perry Cherry  Punch 
- Sponge Berry  Strawberry Banana Burst  Strawberry Kiwi Kick 
- Strawberry Milkshake  Strawberry Riptide  Strawberry Splash 
- Strawberry Watermelon  Summer Punch  Turtle Power Punch 
- Twisted Screamin Green Apple  Watermelon Meltdown 

Fueling Kids' Potential--learn more information and get tasty recipes, visit [www.yoplait.com](http://www.yoplait.com)

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