



## **Dannon® Introduces New Choices in Light Yogurt – Minus the Artificial Sweeteners**

New Dannon® Light & Fit® Offerings Feature the Great Taste Yogurt Lovers Are Looking For, Sweetened with Stevia and Cane Sugar

**White Plains, NY (July 19, 2017)** – Dannon® is proud to add new Light & Fit® Greek Nonfat Yogurt with Zero Artificial Sweeteners and Light & Fit Regular Nonfat Yogurt with Zero Artificial Sweeteners to its balanced variety of delicious and nutritious smart-calorie snack offerings. These new additions to the Dannon Light & Fit family of products are made with the sweetness of stevia leaf extract and cane sugar rather than artificial sweeteners, providing yet another tasty option for those looking to avoid artificial ingredients in their diet.

As the number one brand in the light yogurt segment<sup>i</sup>, Dannon Light & Fit understands that the ingredients on the label matter to consumers, especially millennials, with 39 percent switching from an artificial sweetener to an alternative low or no-calorie sweetener substitute. It's why Light & Fit offers a wide variety of delectable snacks that are packed with nutrition, not a lot of calories<sup>ii</sup> – and with this latest innovation, no artificial sweeteners, flavors, colors or preservative ingredients, either.

Available in six delicious varieties - Mixed Berry, Black Cherry, Strawberry, Peach Mango, Coconut Cream and Vanilla, Light & Fit Greek Nonfat Yogurt with Zero Artificial Sweeteners is a fantastic anytime snack choice that fits into a healthy lifestyle. Made with real fruit<sup>iii</sup>, each flavor is nonfat, sweetened with stevia leaf extract and cane sugar, and has 90 calories, 13g of protein and 3g of fiber per 5.3oz serving.

Light & Fit Regular Yogurt with Zero Artificial Sweeteners is available in four flavors – Strawberry, Blueberry, Vanilla and Lemon Cream, so yogurt lovers looking for an alternative to Greek yogurt can enjoy the creamy, smooth flavors they desire, without the artificial sweeteners they don't. All four varieties are nonfat and sweetened with stevia leaf extract and cane sugar, with 5g of protein and 80 calories per 5.3oz serving.

"Individual nutrition preferences and needs vary from person to person," said Amanda Blechman, Registered Dietitian, and Scientific Affairs Manager at DanoneWave, the maker of the Dannon portfolio of yogurt in North America. "We are proud to offer a spectrum of nonfat yogurt to fit every person's active lifestyle and healthy eating habits. As the newest addition to our yogurts, Light & Fit Greek Yogurt with Zero Artificial Sweeteners and Light & Fit Regular Yogurt with Zero Artificial Sweeteners are great for those looking to avoid artificial sweeteners while still enjoying nutrient dense foods."

"These new offerings from Light & Fit are another way we are helping to provide consumers with the nutritious food choices they are asking for," said Flavia Galvao, Sr. Marketing Director, Light & Fit. "We're now offering yogurt fans the same nonfat, creamy, smooth and flavorful products they've come to know and seek out, minus the artificial ingredients, so those looking for a smart-calorie solution with a lot of nutrition and no artificial sweeteners can snack mindfully and deliciously."

Light & Fit Greek Nonfat Yogurt with Zero Artificial Sweeteners is available in 5.3 oz. single-serve containers for \$1.39. Light & Fit Regular Nonfat Yogurt with Zero Artificial Sweeteners is available in 5.3 oz. serving four-packs for \$2.59. All varieties can be found in the dairy aisle at grocery stores nationwide. To find a store near you, or for more information please visit <http://www.lightandfit.com/>.

### **About DanoneWave**

Headquartered in White Plains, New York, and Broomfield, Colorado, the mission of DanoneWave is to

bring health through food to as many people as possible via its diverse offering of dairy and plant-based foods in high growth and evolving categories. The ambition of DanoneWave is to produce healthful foods that create economic and social value and nurture natural ecosystems through sustainable agriculture. Every time we eat and drink, we vote for the world we want. And as the largest public benefit corporation in the US, DanoneWave is taking bold steps for social good in North America. DanoneWave is a subsidiary of Danone and more information is available at <http://www.danone.com/en/for-all/our-mission-in-action/danone-whitewave/>.

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<sup>i</sup> IRI, week ending 2017-July-2

<sup>ii</sup> Not a low-calorie food

<sup>iii</sup> excludes coconut cream and vanilla flavors