

## Chr. Hansen

### Healthy never tasted this good!

*Greek style yogurt is healthy, thick, creamy and tasty – and easily made with Chr. Hansen's new generation yogurt cultures!*

The international appetite for Greek style yogurt has exploded in recent years. In the US, it is the fastest growing dairy segment (source: Symphony IRI Group), and in the UK and Germany the trend towards enjoying Greek style yogurt in its own right, and not just using it for cooking purposes, is becoming equally predominant.

The creamy, thick, low fat and protein rich yogurt is the catapult that is transforming the yogurt segment into a major consumer category all over the world. From July 2012 to July 2013, more than 400 new Greek yogurt products were launched in 12 important dairy markets - in the US alone, the number was 220! (Source: Mintel)

In response to the growing consumer demand for dairy products with natural ingredients and perceived inherent goodness, Chr. Hansen is now launching an authentic Greek yogurt culture series: YoFlex® and nu-trish® SoGreek.

### Exquisite taste, healthy, 100% natural – and Greek!

“The new SoGreek cultures, which are also available with our well-documented probiotic BB-12®, contain the best from two worlds: Modern high performing yogurt cultures from Chr. Hansen and an authentic Greek culture from a strain collection from the Agricultural University of Athens. The university set out to find and understand the cultures used in authentic Greek/Mediterranean artisanal dairy products,” explains Morten Boesen, Marketing Manager, Chr. Hansen.

SoGreek is the perfect answer to a broad spectrum of trends in the industry and among consumers:

- Process: Optimal pH stability during processing and over shelf life ensures



maximum flexibility, stable quality and capacity utilization.

- Taste & Texture: Optimal texture and flavor at high protein level. Versatility and flexibility to meet different flavor profiles.
- Health: Low and high probiotic cell counts available.
- All natural: Short ingredient list (milk and cultures), no additives like starch, etc.
- Heritage: Contains real Greek culture, authentic, artisanal.

“Consumers all over the world are passionately adopting the protein-packed alternative to regular yogurt – not surprisingly as Greek style yogurt is nutritious, healthy and delicious,” says Chr. Hansen’s Morten Boesen, Marketing Manager, Fermented Milk Cultures.

### World’s new favorite snack

The new cultures make it easy for yogurt producers to obtain the optimal taste and texture – and they perform extraordinarily well in low fat milk. In addition, they are available as probiotics, and Greek yogurt is an excellent carrier of the health promoting cultures. Consumers can get the adequate daily dosage easily and on the go from the fridge – for instance on the way from work directly to the fitness club.

“Yogurt has become the new healthy snack and an extra advantage for the Greek style type is that it is very filling due to its high content of protein,” adds Boesen.

In fact, the yogurt market is driven by very strong innovation of the product range. Today yogurt is so much more than the traditional breakfast dish. Going from pure, fruity, probiotic shots to indulgent dessert-like variants, yogurt is high in demand all over the world with global consumption exceeding 20 million tons per year.

And Chr. Hansen has well-suited cultures for all!

### Chr. Hansen

Call us to start your journey today.  
[www.chr-hansen.com](http://www.chr-hansen.com) 800-558-0802

**CHR HANSEN**

*Improving food & health*