



GENERAL MILLS UK

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Yoplait reveals new 0% fat, low-sugar adult yogurt range

Yoplait, part of the General Mills group, has launched Super Fruitii, a thick 0% fat yogurt on a layer of unique fruit flavour combinations

Super Fruitii is a 0% fat, thick and creamy yogurt containing 60 calories, served on a layer of fruits. There are three unique flavour combinations in the range, including: Blueberry, Strawberry and Goji Berry; Mango, Papaya and Aloe Vera; and Raspberry, Cranberry and Pomegranate.

The product's credentials come with a sugar content that is, on average, 30 per cent lower than other fat-free yogurts. The Super Fruitii range is also fortified with calcium and essential vitamins D and B2.

Joanna Abram, Marketing Manager at Yoplait, commented: "Super Fruitii is a delicious combination of thick yogurt and a refreshing layer of fruit. It is a major platform for Yoplait and we have exciting plans for the future. We will also be supporting the launch with a six-figure in-store shopper campaign starting in January 2017."

The range is available now in convenient 4x100g packs and is currently listed in Tesco, Sainsbury's, Morrisons and Asda.

General Mills UK is a trading name of General Mills UK Limited

Registered Office: Harman House, 1 George Street, Uxbridge, Middlesex UB8 1QQ Tel: +44 (0)1895 201100 Fax: +44 (0)1895 201101

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