

Chobani Launches Zero Sugar* with 60 Calories and Only Natural Ingredients

Chobani® with Zero Sugar* is lactose-free, full of flavor, and perfect for health-conscious consumers. The pioneering new platform comes as Chobani's Greek Yogurt sales grow at a pace more than triple the category.

Imp●ssibly Zero●Sugar.* Made p●ossible by Ch●obani.®

New!



NEW YORK, N.Y., June 14, 2021 — Chobani has done something that's truly disruptive. We took the sugar out of milk to make the groundbreaking Chobani® Zero Sugar* with only natural ingredients.

To create Chobani® Zero Sugar*, Chobani starts with a milk that's been filtered to reduce naturally occurring sugar. From there, Chobani uses cutting-edge natural fermentation methods that allow yogurt cultures to consume the remaining sugar. Chobani then adds natural, non-GMO sweeteners with pleasant tastes like monk fruit and allulose.

As a result, Chobani® Zero Sugar* is the first nationally distributed product in the U.S. yogurt aisle that has **no sugar**. Sold nationwide at grocery and retail stores this summer, Chobani® Zero Sugar* has only natural ingredients, 60 calories (per 5.3oz), and zero sugar. With 60% fewer calories than representative lowfat yogurt with fruit according to USDA FoodData Central.¹ Chobani® Zero Sugar* is for the health-conscious consumer seeking natural alternatives to sugar. It is lactose-free, an excellent source of protein, and contains 6 live and active cultures including probiotics.

"Chobani® Zero Sugar* is a revolutionary innovation," said Peter McGuinness, President and COO of Chobani. "Our team developed a brand new product that is as delicious as it is healthy. You won't find another product on shelves nationwide in the U.S. dairy aisle with 11 grams of protein and only natural ingredients, but no sugar or artificial sweeteners."

Chobani's latest innovation comes as the food maker's growth in the yogurt aisle has outpaced the category. In the last 52 weeks, the total yogurt category's U.S. dollar sales have increased 2.2%, while Chobani's growth over the same period was 8.7% in Nielsen US Food channels².

The Chobani® Zero Sugar* platform includes 5.3oz single-serve cups in Vanilla, Mixed Berry, Strawberry, and Blueberry at a suggested retail price of \$1.49, 5.3oz 4-packs available in Vanilla and Mixed Berry at a suggested retail price of \$4.49, and 32oz multi-serve in Vanilla at a suggested retail price of \$5.49.

*Not a low-calorie food based on FDA regulations

¹ Chobani® Zero Sugar*: 60 calories per 5.3oz; lowfat yogurt with fruit; 150 calories per 5.3oz (Source: USDA FoodData Central); <https://fdc.nal.usda.gov/fdc-app.html#/food-details/171285/nutrients>

² Source: Nielsen US Food, Latest 52 weeks ending 5/8/2021