

TWO GOOD™

Introducing Two Good and Good Plants: A Disruptive Duo that Will Give Americans New Reasons to Fall in Love with the Yogurt Aisle All Over Again



WHITE PLAINS, NY, January 15, 2019 – Responding to demand for options with less sugar, Danone North America, the leading maker of yogurt in the U.S., today announced the launch of Two Good™ Greek Lowfat Yogurt. This game-changing innovation offers the delicious, creamy taste people love about yogurt, with 2g of total sugar, 3g of carbs, 12g of protein and 80 calories per 5.3 oz. cup.

The Two Good recipe came to life when yogurt makers at Danone North America discovered a novel slow-straining process, which is now patent-pending. Slow-straining allows the company's yogurt makers to remove most of the sugar from the milk before the yogurt is made. Each cup is slow-strained down to 2g of total sugar. The result is a thick, creamy Greek yogurt that is rich in protein with 85% less sugar than average yogurts.*

"Milk is the starting point for yogurt, and sugar is naturally occurring in milk. As people continue to look for ways to reduce sugar from their diets, we've been working hard to find a way to remove some of the naturally occurring sugar found in milk so that yogurt continues to be a preferred choice," said Thierry St. Denis, Danone North America's Senior Director of Research and Innovation for yogurt. "In hindsight, now that all of the hard work of development has been completed, the process seems quite simple. It is with great pride that we announce the launch of Two Good, a delicious yogurt our team has worked diligently to perfect."

"We expect sugar to continue to be an area of interest for consumers, which is why our yogurt makers prioritized developing a recipe to address it head on," said Amanda Blechman, Registered Dietitian, and Senior Manager of Scientific Affairs at Danone North America. "With Two Good, yogurt-lovers have an option with the creamy texture they enjoy without a lot of the sugar they are trying to avoid."

Two Good has 0g added sugar** per serving with the perfect touch of sweetness from the 2g of total sugar coming from the milk, paired with delicious flavor blends and a touch of stevia. Two Good Greek lowfat yogurt is gluten-free, Non-GMO Project Verified, and available in five delicious flavors including, Strawberry, Blueberry, Vanilla, Peach and Mixed Berry.

In addition to a revolutionary new Greek yogurt option, Danone North America recently introduced Good Plants™ dairy-free Almondmilk Probiotic Yogurt Alternative. As the flexitarian lifestyle continues to evolve and gain popularity, the growth of plant-based alternatives presents an opportunity to further grow Americans' love of yogurt. With 40% fewer calories and 70% less sugar than most almondmilk yogurt alternatives***, Good Plants offers consumers four delicious flavors including, Strawberry, Vanilla, Chocolate Coconut and Lemon Meringue.

“To introduce people to these innovative new offerings in the yogurt aisle, we are launching a new campaign, Do Good By You,” said Prabha Cheemalapati, Vice President of Yogurt Marketing. “Do Good By You is more than a tagline, it’s a brand mantra that encourages self-care every day. National advertising created with trusted partners, VMLY&R, Revolution Digital and Wavemaker, will hit TV, online video and social this month. We look forward to learning about all the inspiring ways people choose to do good for themselves and having them make Two Good a part of those moments.”

Two Good will be available in grocery stores nationwide beginning February 2019 with an MSRP of \$1.49. For more information, including nutritional information, visit www.lightandfit.com/two-good. Good Plants is currently available with an MSRP of \$1.89. For more information visit www.lightandfit.com/good-plants.

About Danone North America

Danone North America is a Certified B Corporation business unit of Danone and operates in the U.S. from headquarter offices in White Plains, NY and Broomfield, CO. Danone North America was formed as a Public Benefit Corporation in 2017 to nourish people, communities and the world through its diverse portfolio of healthful dairy- and plant-based products, coffee creamers and beverages. Its portfolio of brands includes: Activia®, DanActive®, Danimals®, Dannon®, Danonino®, Danone®, Earthbound Farm®, Horizon Organic® premium dairy products, International Delight® coffee creamers and iced coffee, Light & Fit®, Oikos® Greek yogurt, Silk® plant-based foods and beverages, So Delicious® Dairy Free, Vega® and Wallaby® Organic. The mission of the Company is to bring health through food to as many people as possible. For more information, please visit DanoneNorthAmerica.com.

**Two Good: 80 calories, 2g fat, 2g sugar per 5.3oz. Average regular yogurt: 130 calories, 2.5g fat, 16g sugar per 5.3oz.*

***Not a low-calorie food.*

****Good Plants: 100 calories, 4g fat, 4g sugar. Regular almondmilk yogurt alternative: 170 calories, 10g fat, 13g sugar per 5.3 oz.*

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