

Chobani Applauds USDA Greek Yogurt Pilot Program

NEW BERLIN, N.Y. (PRNewswire) — Chobani, maker of America's No. 1-selling Greek Yogurt brand, applauds the success of the U.S. Department of Agriculture's (USDA) four-state pilot program to provide Greek Yogurt for K-12 school meal programs, and congratulates the USDA for its decision to expand the pilot program to four more states across the country. The announcement follows a successful pilot program in New York, Idaho, Arizona and Tennessee, for which Chobani was selected by the USDA in a competitive bid process to exclusively provide Greek Yogurt for K-12 school meal programs. Since August 2013, more than 200,000 pounds of Chobani were served to students in those four states.

Chobani believes that everyone, especially children, should have access to simple, delicious, nutritious foods made with only natural ingredients. Greek Yogurt has more protein than regular unstrained yogurt and is thicker and creamier. The USDA pilot program helped to make Greek Yogurt more affordable for school nutrition professionals to put on their menus – allowing them additional healthy protein options for the lunch tray. To learn more about the program and Chobani's involvement, visit www.gogreekinschool.com [1].

"We're thrilled at the success of the USDA pilot program and today's announcement to expand to even more states," said Hamdi Ulukaya, Founder and CEO of Chobani. "Providing students with affordable, delicious, nutritious food made with only natural ingredients is one of the most important things we can do as a company, and the success of the pilot in the first four states is a testament to the growing popularity of Greek Yogurt."

Today's announcement confirms the success of the pilot program, which was designed to evaluate the benefits of adding Greek Yogurt to school meal programs as a healthy protein choice for students.

Chobani's authentic strained Greek Yogurt provides more protein than regular, unstrained yogurt. Chobani does not contain modified cornstarch or milk rBST* – it uses milk from cows not treated with artificial growth hormones. It does not use milk protein concentrates and animal-based thickeners, ingredients some manufacturers add as thickeners to make "Greek-style" yogurts.

About Chobani

Maker of America's No. 1-selling Greek Yogurt brand, Chobani, Inc., was founded on the belief that people have great taste — they just need great options. Chobani produces high-quality authentic strained Greek Yogurt products made with only natural ingredients from its New Berlin, N.Y., and Twin Falls, Idaho, plants. As part of Chobani's nothing but good philosophy, it is committed to using milk from regional-area farms and strengthening its surrounding local economies. Chobani gives 10

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percent of its annual profits to charities worldwide through the company's charitable foundation. All Chobani products — including Chobani® Greek Yogurt, Chobani Flip™, Chobani Bite®, Chobani Simply 100™ and Chobani Champions® — are kosher certified, contain five live and active cultures, and are made with milk from cows not treated with rBST, with most of its products offering two times more protein than regular yogurt.[1] Chobani products are available nationwide in the U.S. and in Australia. For more information, please visit www.chobani.com [2] and www.facebook.com/chobani. [3]*

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