

Consumer Trends: The Next Greek Yogurt?

Stonyfield

LONDONDERRY, N.H. (PRNewswire) — Whether you can't get enough Greek yogurt, or you never could get into it, Stonyfield – the leading organic yogurt maker – has a new product to please every food fan's palate. The twist? Petite Creme, the latest innovation from Stonyfield, isn't yogurt. Modeled on fromage blanc, a silky-sweet fresh cheese popular in France but eaten just like yogurt, Stonyfield's Petite Creme has all the protein of Greek yogurt with a mild, creamy taste and texture.

"As organic Greek yogurt makers ourselves, we're not trying to replace Greek, but we know that there are people out there looking for something to add to their fridge and others who never really got into Greek yogurt," said Sophie Schmitt, Director of Marketing at Stonyfield. "We discovered some people are eating Greek yogurt even though they don't like it. We wanted to give each and every one of those people something to love."

To appeal to tastemakers and trendsetters, Stonyfield is focusing its launch of Petite Creme on Fashion Week in New York City with a fashionably-styled Petite Creme food truck and cooler bikes showing up around the city in September. September will also feature an online campaign encouraging fans to #CheatOnGreek with web videos, Instagram product giveaways, and a Pinterest contest with a grand prize of a trip for two to New Orleans.

"Cultured dairy has roots in food traditions that spread far beyond the borders of Greece," said Schmitt. "With our organic Petite Creme, we chose to explore fromage blanc because it's nutritionally similar to Greek yogurt, but has a totally unique taste and texture that feels indulgent even though it's low in fat."

Stonyfield's Petite Creme is made with cheese cultures added to organic milk instead of yogurt cultures, which gives it its mild, fresh flavor. It comes in 5.3 oz single-serve cups in 7 decadent flavors, Vive la Vanilla!, La Vie en Strawberry, Belle Blueberry, Mon Cherry Amour, Ooh Lala Peach, Strawberry-Banana Menage, and Plain & Simple. To learn more, visit Stonyfield.com [1].

About Stonyfield

As the leading organic yogurt maker, we obsess over everything we put into our yogurts and everything we keep out. By saying no to toxic persistent pesticides, artificial hormones, antibiotics and GMOs, Stonyfield has been saying yes to delicious, healthy food for more than 30 years. Want to know more? Visit Stonyfield.com [2], or get social with @Stonyfield on [Twitter](#) [3], [Facebook](#) [4], [Instagram](#) [5] and [Pinterest](#) [6].

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