

# Chobani Partners With IMG to Increase Brand Awareness

Chobani

NORWICH, N.Y. and WINSTON-SALEM, N.C. (PRNewswire) — Chobani, America's No. 1-selling Greek Yogurt, has entered into a multi-platform, multi-year marketing agreement with IMG designed to increase brand awareness and yogurt consumption at colleges and universities through increased distribution and visibility on campuses and at retailers coast to coast. The partnership, which aims to naturally power college athletes, students, teachers and alumni with nutritious and delicious food options will launch with 17 universities and grow to more than 27 by its third year.

Chobani will increase its presence and products to students and fans by leveraging IMG College's access to school decision makers and its partner schools' intellectual property on campus, in local retail locations, food service, at athletic facilities and more. In addition, students will enjoy Chobani during on-campus health clinics, community events, and athletic training events.

"College students, sports fans and players alike have a great deal of passion for their teams and traditions and we feel exactly the same way about how we craft our yogurt. Our mission has always been to provide better food to more people and this partnership builds off our current school programs while opening up significant new opportunities," said Peter McGuinness, Chief Marketing and Brand Officer, Chobani. "The IMG College partnership allows us to deepen our connection with colleges and universities across the country while helping us reach passionate students, athletes and fans in local, relevant and authentic ways."

"College campuses are an effective and increasingly popular place for major brands to build their next generation of customers," said Andrew Judelson, SVP, US Business Development for IMG. "For a dynamic brand like Chobani, colleges offer great opportunities to introduce delicious products to students and sports fans throughout the day, from a nutritious breakfast on the way to class, to a great post-workout snack, to athletes' refrigerators."

The partnership enables Chobani to have authentic access to IMG College schools dovetails with our key retail partners in these regions and is a natural extension of Chobani's current school-based grassroots programs, which include a recently won second contract with the U.S. Department of Agriculture's school lunch program. It also coincides with an on-going campus sampling tour that brings the brand's signature cafe experience to schools, colleges and universities throughout the country making it a comprehensive, fully integrated program.

The program will include a digital content series on Campus Insiders (a 24/7 college sports digital network) and events themed around each school's various sports.

## Chobani Partners With IMG to Increase Brand Awareness

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

---

Launch schools include Florida, Georgia, Michigan, Ohio State, Oregon, Texas, UCLA and more.

### About Chobani

*Maker of America's No. 1-selling Greek Yogurt brand, Chobani, LLC, 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. Chobani is committed to using milk from regional-area farms and strengthening its surrounding local economies. Chobani gives 10 percent of its annual profits to charities worldwide through the company's charitable foundation. All Chobani products — including Chobani® Greek Yogurt, Chobani Flip™ and Chobani Simply 100™ — 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. Chobani products are available nationwide in the U.S. and Australia, and in countries in Asia and Latin America. For more information, please visit [www.chobani.com](http://www.chobani.com) [1] and [www.facebook.com/chobani](https://www.facebook.com/chobani) [2].*

*\* According to the FDA, no significant difference has been found between milk derived from rBST-treated and non-rBST treated cows.*

*Protein content of regular nonfat yogurt is 10g-13g protein per 8 oz. serving; nonfat Chobani Greek Yogurt contains 11g-14g protein per 5.3 oz. serving.*

### About IMG

*IMG is a global leader in sports, fashion and media operating in more than 30 countries around the world. IMG's businesses include College, Media, IMG Academy, Events and Federations, Golf, Tennis, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; world-class partnerships with sponsors, brands and broadcasters; and marquee assets across entertainment, events and fashion.*

### Source URL (retrieved on 04/21/2015 - 7:50am):

<http://www.foodmanufacturing.com/news/2014/08/chobani-partners-img-increase-brand-awareness>

### Links:

[1] [http://cp.mcafee.com/d/1jWVli6xAedElN78KfThhdTdeETpvd7barX29J6XbVEVpjuv dETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAgIG1DojQzWLEiTBPuE6txfifG-xbund FLFWwO\\_R-vvhoojWZOWqqr\\_fCLFLfsJteOaaJTCul3PWApM U6CQjr1K\\_8I9LfzAm4PhOrKr01m9R8r2nbUrmrEj5qv4PaTQ1iQouoEoB7-ndCzAsOyr4yti6MAq80JlpM-d3h00IFAPh06zoid409Gq80n-S9Cy06uod40iz\\_Bjh01WAmUPd40Lla6TT3r3IAfmO5](http://cp.mcafee.com/d/1jWVli6xAedElN78KfThhdTdeETpvd7barX29J6XbVEVpjuv dETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAgIG1DojQzWLEiTBPuE6txfifG-xbund FLFWwO_R-vvhoojWZOWqqr_fCLFLfsJteOaaJTCul3PWApM U6CQjr1K_8I9LfzAm4PhOrKr01m9R8r2nbUrmrEj5qv4PaTQ1iQouoEoB7-ndCzAsOyr4yti6MAq80JlpM-d3h00IFAPh06zoid409Gq80n-S9Cy06uod40iz_Bjh01WAmUPd40Lla6TT3r3IAfmO5)  
[2] <http://cp.mcafee.com/d/k-Kr6xAi43qb5NObzZQkjtPqdSnPhOOC-MyrhKO-qemkTT DPqdShOrPNEVj76QrI6zAQsKcFI6zASIScKAGg-945qwpS4Z8-HW4JVstG1DojQzWLEiT>

## **Chobani Partners With IMG to Increase Brand Awareness**

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

---

BPqrWuKEcLZvDTQm64-LsKCCC\_PPbWrPTbnjlyyHtVDBgY-F6IK1FjcSMrLOb2rPUV5xc  
QsCXCM0jKSYxmFnBYIjGgS4zqPt2oHjUCpm-wamz3P534E\_OVIQszCkjoAjGgS4zh05Jz  
e7NEq805BcCq80Qr2hEw1djh02\_SNcQg0PP1Ew2kvYGq80fkyT6pEw5ZxgS-UrAbW8