

Stonyfield Yogurt Expands Market to Babies

Stonyfield

LONDONDERRY, N.H. and NEW YORK (PRNewswire) — Fans of organic baby food are now able to enjoy a perfect new match as Stonyfield YoBaby, YoTot and YoKids Squeeze yogurt pouches, produced in collaboration with Happy Family, hit stores this summer.

Now, babies, toddlers and kids can enjoy a variety of yogurts made by Stonyfield, the leading organic yogurt maker, in packaging innovated by Happy Family, the first organic brand to offer a complete line of nutritious foods for kids of all ages, and presented by the two brands in one unique product — just in time for the start of the school year.

"Once kids get to school, they really start to develop their own opinions about the lunches their parents make for them. We want one of our organic yogurt pouches to be the one thing kids always ask for in their lunchbox that parents will always want to pack because they're confident it's good for them," said Gary Hirshberg, co-founder of Stonyfield.

"Happy Family and Stonyfield pouches offer so many benefits for parents and children alike which I, personally, am very excited about," said Shazi Visram, founder, CEO and chief mom of Happy Family. "They provide our little ones with a delicious snack made with only nutritious organic ingredients. Pouches are a convenient, on-the-go option that makes our lives as parents just a little easier. With back-to-school on the horizon, these pouch snacks are the perfect lunchbox or after school treat that kids will love and parents can trust."

Kath Younger, Registered Dietitian and blogger at [Kath Eats Real Food](#) [1], recommends yogurt pouches as part of a healthy lunch kids will love, "Kids work hard all day at school, they need lunches that will help power them through the day. Stonyfield and Happy Family's organic yogurt pouches are the perfect choice for making you and your kids happy at lunch time."

To help parents who feel like they sometimes have to choose between a healthy lunch, or one their kids will eat, Kath has [5 Tips for packing a healthy lunch kids will love](#) [2], available on the [Stonyfield blog](#) [3], including the following:

1. Think outside of the {lunch} box. Rather than your typical peanut butter and jelly sandwich, bag of chips and carrot sticks, ask yourself how you can re-imagine old favorites into new surprises.

2. Get creative with spices. A pinch of this and a dash of that will help keep lunch from tasting too bland and keep your child excited about lunchtime.

3. Take advantage of clever pre-packaged foods. Stonyfield & Happy Family's

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organic yogurt pouches are less messy to eat and kids love to slurp them down. They can even be frozen to serve as an ice pack to keep everything else cold. By lunchtime they are ready to eat! Plus they double up on nutrition with both calcium and protein for growing bodies. Vegetable-based pouches, mini boxes of raisins, and string cheese are all easy to grab-and-go to fill up a lunch box.

4. Add in some delicious dips. Kids love to dip and dunk their food, so dips help them get those nutritious fruits and veggies down.

5. Keep things interesting and creative. Cut cheese into shapes with cookie cutters, dice fruit in new ways, slice sandwiches into triangles one day and square bites the next. Think inside the box – a bento box! Bento boxes keep little bits of food separate in neat containers that fit together. They also make it easy to keep dip and dippers separate.

About The Stonyfield & Happy Family Yogurt Pouch Line

Always organic, the Stonyfield & Happy Family yogurt pouches are made with only the best ingredients and without the use of toxic persistent pesticides, GMOs, artificial hormones and antibiotics promising the best for growing babies, toddlers and kids. All of the yogurts are fortified with vitamin D. The yogurt pouches are sold individually as well as in four packs. The suggested retail price is \$1.49 and \$4.99, respectively. The re-sealable package can be out of refrigerator for up to 4 hours. Parents can expect to see the exciting Stonyfield & Happy Family yogurt pouch line in their dairy cases starting in August. The line includes:

- *YoBaby Yogurt Pouches: A perfect first food for babies 6 months+, YoBaby Yogurt Pouches feature whole milk yogurt enhanced with fish oil-sourced DHA and EPA, omega-3 fatty acids associated with brain development. YoBaby comes in 3.4-oz. pouches in four varieties: Blueberry, Mango, Sweet Potato and Vanilla. Each pouch contains 100 calories and 3g of fat.*
- *YoTot Yogurt Pouches: These pouches have a similar formulation to YoBaby and come in slightly larger 3.7-oz. pouches. The flavors, Pear Spinach Mango and Strawberry Beet Berry, are designed to introduce little ones to new foods and flavors. Each pouch contains 110-120 calories, depending on variety, and 3.5g of fat.*
- *YoKids Yogurt Pouches: Featuring low-fat yogurt, these pouches will appeal to older kids in three simple varieties: Blueberry, Strawberry and Strawberry Banana. Each 3.7-oz. pouch contains 110 calories and 2g of fat.*

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 [4], or get social with @Stonyfield on [Twitter](#) [5], [Facebook](#) [6], [Instagram](#) [7] and [Pinterest](#) [8].

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