



## Naturex gives an extra boost to the US Greek yogurt category

**Avignon, July 13<sup>th</sup>, 2015 – Naturex has developed a new savory Greek yogurt concept to kickstart growth in the category once again.**

In the past few years, Greek yogurt has represented a major opportunity in the dairy sector. However, sales have begun to flatten out, rising only 3% in January 2015<sup>1</sup>. To return the category to its previously strong growth, manufacturers need to find new ways to stand out of the crowd and appeal to consumers.

To help them achieve this, Naturex's SPRINGlab innovation team has developed a savory yogurt concept that harnesses Naturex's know-how in tasty vegetables, herbs and natural colors. The application is designed to appeal to millennial consumers and yogurt enthusiasts looking for innovative snacks.

Tasty and healthy, the Tuscan-style snack offers a unique flavor and vibrant appearance. Creamy Greek yogurt is served on top of a savory blend of diced vegetables and herbs that echoes the traditions of Tuscan cuisine. The vegetable preparation is colored with a new red color solution (Natural Coral Red), recently developed by Naturex's colors R&D team. The color solution is the perfect alternative to carmine, and keeps the yogurt looking perfect by preventing the migration of colors between layers. The Mediterranean taste is achieved simply with a combination of diced fresh-tasting sweet tomatoes, crisp sweet red bell peppers, ripe black olives and aromatic oregano.

Nathalie Pauleau, Business Manager at Naturex, said: "This natural and healthy yogurt concept was developed with Millennials in mind, and we paid particular attention to creating an original taste experience. This is a great new way to consume yogurt, not just as a savory snack but also as a delicious dip. This yogurt is an invitation to let your mind wander to the beautiful Tuscan countryside, which is a great selling point, since 75% of the Millennial generation is eager to travel abroad<sup>2</sup>."

Naturex's new Greek yogurt concept, together with other application concepts, will be unveiled at the annual IFT show in Chicago (12-14 July 2015).

### **About Naturex:**



*Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.*

*Naturex's head office is in Avignon, France. The company employs more than 1,700 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, India, and Chile. It also has a global commercial presence through a dedicated network of 25 sales offices.*

**[www.naturex.com](http://www.naturex.com)**

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<sup>1</sup> DMI, sales report 2014

<sup>2</sup> <http://www.millennialmarketing.com/who-are-millennials/>