



PRESS RELEASE
For immediate release

**Mothers on the lookout for healthy, high-energy snacks:
Danone launches first Greek yogurt for kids
Danino supports kids' active lifestyle with new Greek yogurt**

BOUCHERVILLE – April 2, 2014 – Between school, extracurricular activities and homework, kids need a little boost to support their active lifestyle. **Greek yogurt, which has been growing in popularity due to its creamy-thick texture and high protein content, is now available in a specially-made formula for kids – Danino Greek.**

Offered in three different flavours, with no artificial colours or flavouring, and packaged in colourful 100 g cups, new Danino Greek yogurt will delight the whole family. In addition to being a source of calcium and vitamin D, Danino Greek contains **twice as much protein per 100 g as regular yogurt**. It's the perfect snack to invigorate kids in mind and body.

Danino Greek: the first yogurt tailored to kids' tastes

Presented in a fun package and offered in flavours that kids love, Danino Greek is the first Greek yogurt of its kind to appear on Canadian supermarket shelves. "Given the importance of protein to a child's growth, our research and development team and nutritionists worked closely together to develop a product that offers all the benefits of yogurt while ensuring the texture, flavours and packaging appeal to children," said Pauline Varga, Vice President, Marketing at Danone Canada.

Protein: the super hero of a healthy balanced diet

True to its commitment to bring health through food to as many people as possible, Danone is now pursuing its mission by introducing a yogurt that meets the needs of active children. **With 8 g of protein per 100 g serving, Danino Greek represents a new source of protein for kids.** By contributing to the recommended daily intake of protein, it aids the growth and repair of body tissues (skin, hair, nails), production of antibodies and development of strong muscles. As the only yogurt for kids in the Canadian market to have this high protein content, Danino Greek represents a nutritious snack that helps provide children with the energy and strength they need for their numerous activities. With Danino Greek, Danone wishes to support parents concerned about giving their children a healthy, nutritious diet.

Available since early February, Danino Greek is sold in all Canadian supermarkets at a suggested retail price of \$3.99 for a package of four 100 g cups and is offered in three flavours: banana and caramel, grape, and yellow fruits.

-30 -

About Danone

Danone Inc. in Canada is a member of the Danone Group, a world agrifood leader. As a manufacturer and distributor of quality products that combine good taste and healthy ingredients, Danone is currently the largest Canadian producer of yogurt and other fresh dairy products. Danone's mission is to bring improved health through food to as many people as possible. Beyond its commercial interest, the company is convinced

that eating one yogurt a day can lead to improved health for everyone – keeping in mind that Danone remains true to its scientific approach and firmly believes in the benefits of its yogurts.

For more information, visit www.danone.ca or www.facebook.com/danonecanada

Source: Danone

For more information or to request an interview:

Allison Stokes

Enzyme

647-501-6037

astokes@enzyme.com

You can also visit the online press release gallery at: www.danone.ca/presse/daninogreek

