



**MEDIA ADVISORY
UNDER EMBARGO UNTIL OCTOBER 1, 2013**

DANONE UNVEILS REFORMULATED DANINO DRINKABLE YOGURT

A new formula parents can appreciate with the same great taste kids love, all in a brand new bottle!

Boucherville, October 1, 2013 – True to its commitment to bring health through food to as many people as possible, Danone has improved the nutritional profile of its most popular children's product, Danino drinkable yogurt. The new formula contains less sugar without sacrificing nutritional value, taste, texture or convenience. The product now contains 9 g of sugar per 93 mL, compared to 11 g or more for its major competitors.

Over a period of eight months, the Research and Development team at Danone "deconstructed" and "reconstructed" Danino drinkable yogurt to make it easier for parents to provide their children with a healthy snack. Healthy nutritional habits begin at a very young age, and Danone's goal is to get children to eat healthier foods.

"As Canada's largest yogurt producer, we're committed to bringing health through food to as many people as possible and to encourage Canadians to eat yogurt every day," said Pauline Varga, Vice-President, Marketing, at Danone in Canada. "We make snacks that children truly want to eat and that their parents feel comfortable giving them. Parents are often concerned about the amount of sugar in their children's diet. We had to work hard to improve Danino's recipe while retaining the great taste that has made it our bestselling children's product."

"Just like in cooking, every time you change an ingredient, you need to rebalance the flavour," added Varga. "In our case, we had to reduce the natural acidity of the yogurt and improve its fruity flavour."

Dino's makeover: healthy and fun

Danino drinkable yogurt is now available in a brand new dinosaur-shaped bottle suited for small hands. This new bottle will appeal to both moms and their children and is aimed at making snacks both nutritious and fun. Danino contains no artificial colour or flavour and is made with real fruit purée. It's also a source of calcium and vitamin D. Each little bottle contains 3 g of protein and makes an ideal snack designed especially for kids.

Danino drinkable yogurt comes in convenient eight-packs of 93 mL and in four flavours that children love: strawberry, apple-grape, strawberry-banana and raspberry. www.danino.ca



For more information:

Catherine Maisonneuve
Tel.: 514-524-6464, ext. 222
Enzyme Communication on behalf of Danone



ABOUT DANONE IN CANADA

Danone in Canada is a member of the Danone Group, a world agri-food 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 believes that its actions should be aimed directly at improving the lives of Canadians both today and tomorrow. For more information, please visit www.danone.ca.