



# The Road to Less Sugar

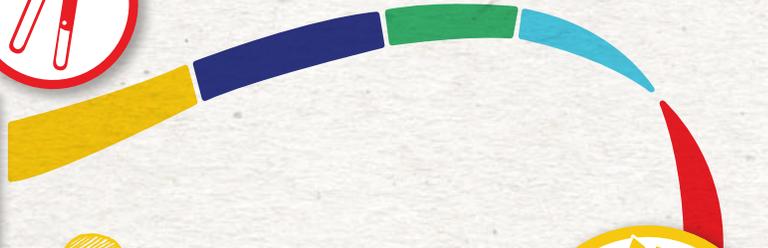
Finding a snack that **kids enjoy** and that **moms approve** of is hard. That's why the people at Dannon are constantly dreaming up ways to **improve the quality** and **nutritional profile** of our products (and share the benefits of dairy and enjoying one yogurt every day). After a multi-year process, we are sharing a huge secret: **we reduced the sugar content in our bestselling kids' product, Danimals® Smoothies, by 25%**! Follow along on the **Road to Less Sugar** to find out how Danimals Smoothies are now a better nutritional value without sacrificing nutrition, taste, texture or convenience!



## 1 Find the right culture.



We developed an **exclusive blend of cultures** to create a less acidic recipe. There are thousands of cultures with unique characteristics out there, so we had to find the perfect combination!



## 2 Change the flavor recipe.



A less acidic dairy snack doesn't need as much added sugar to please kids. For Danimals® Smoothies, we adjusted the taste with natural flavors to create a better recipe. Based on that, we had a tasty snack with **25% less sugar** than the original



## 3 Add the final touch.



Next, we **carefully refined** the other features of Danimals® Smoothies that kids have grown to know and enjoy, such as texture and the specific taste profiles of each flavor.



## 4 Taste test!

The most important part was making sure **kids still liked the taste!** Try your own taste test with these flavors: Rockin' Raspberry®, Strawberry Explosion®, Strikin' Strawberry-Kiwi®, Swingin' Strawberry-Banana®, Banana Split, Wild Watermelon, and Mixed Berry Jelly Bean





# Facts about Dannon® Danimals® Smoothies

A child's health depends in part on what they eat. That's why making sure they have a balanced diet that includes dairy is so important. Now with 25% less sugar, Danimals® Smoothies are an even better option for a nutritious on-the-go snack that kids love to eat. Moms will feel great knowing that the fun snack their kids enjoy is also a healthy option!

- ✓ **NEW RECIPE WITH 25% LESS SUGAR**  
Danimals® Smoothie recently underwent a recipe change resulting in 25% less sugar making it a choice moms and kids approve of.
- ✓ **GOOD SOURCE OF CALCIUM AND VITAMIN D**  
Calcium is an essential mineral that kids need to help build strong bones and regulate muscle function. All Danimals® Smoothies provide a good source of Calcium.
- ✓ **NO ARTIFICIAL COLOR AND FLAVORS**  
Danimals® Smoothie products contain no high fructose corn syrup or artificial flavors or colors.



Kids can shake it, peel back the top, and tip it back to let the blast of fruity flavors flow! Danimals® Smoothies now contain 25% less sugar—making it a great option when on-the-go—and calcium to help kids build strong bones and regulate muscle function and vitamin D to help absorb calcium.

**Flavors:** Rockin' Raspberry, Strawberry Explosion, Strikin' Strawberry-Kiwi, Swingin' Strawberry-Banana, Banana Split, Wild Watermelon, and Mixed Berry Jelly Bean

**Packaging:** Available in 3.1 fl.oz. 6 pk, and 12 pk

**Manufacturer's Suggested Retail Price\*:** \$2.89 (6pk); \$4.99 (12pk)

Danimals® Smoothie Rockin' Raspberry



CONTAINS NO FRUIT JUICE*		*DANIMALS DRINKS HAVE NO JUICE ADDED FOR FLAVOR, BUT DO CONTAIN FRUIT JUICE AND VEGETABLE JUICE ADDED FOR COLOR.	
<b>Nutrition Facts</b>			
Serving Size 1 Bottle			
Servings per Package 6			
Amount Per Serving		Calories: 2,000 2,500	
<b>Calories 60</b>		Calories from Fat 5	
% Daily Value*			
<b>Total Fat</b> 0.5g	<b>1%</b>	Total Fat	Less than 65g
Saturated Fat 0g	<b>0%</b>	Sat Fat	Less than 20g
Trans Fat 0g		Cholesterol	300mg
<b>Cholesterol</b> <5mg	<b>1%</b>	Sodium	Less than 2,400mg
<b>Sodium</b> 40mg	<b>2%</b>	Total Carbohydrate	3,500mg
<b>Potassium</b> 105mg	<b>3%</b>	Dietary Fiber	25g
<b>Total Carbohydrate</b> 10g	<b>3%</b>	Protein	50g
Sugars 10g		INGREDIENTS: CULTURED GRADE A LOW FAT MILK, WATER, SUGAR, CONTAINS LESS THAN 1% OF MODIFIED CORN STARCH, WHEY MINERAL COMPLEX, NATURAL FLAVORS, PECTIN, AGAR AGAR, FRUIT JUICE AND VEGETABLE JUICE (FOR COLOR), MALIC ACID, POTASSIUM SORBATE (TO MAINTAIN FRESHNESS), VITAMIN D3, SODIUM CITRATE.	
<b>Protein</b> 2g	<b>4%</b>	CONTAINS ACTIVE YOGURT CULTURES.	
Calcium 10% • Vitamin D 10%			
Riboflavin 8% • Phosphorus 8%			
*Percent Daily Values are based on a diet of other people's secrets. Your daily values may be higher or lower depending on your calorie needs.			



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