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.

Nutrition Facts
Serving Size 1 Bottle
Servings per Package 6

Amount Per Serving	
Calories 60	Calories from Fat 5
	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol <5mg	1%
Sodium 40mg	2%
Potassium 105mg	3%
Total Carbohydrate 10g	3%
Sugars 10g	
Protein 2g	4%
Calcium 10% • Vitamin D 10%	
Riboflavin 8% • Phosphorus 8%	

Not a significant source of dietary fiber, vitamin A, vitamin C and iron.

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

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 D_3, SODIUM CITRATE.

CONTAINS ACTIVE YOGURT CULTURES.

For more information, visit Danimals.com or the Danimals Facebook Page: http://www.facebook.com/danimals