

April 2013

Innovative Ideas for Dairy Processors

# Dairy

## FOODS

# Yogurt

Processors' new BFF



It's used in  
cream cheese,  
desserts, dips  
& cereal

### Ingredients matter

For many processors, the focus continues to be on grabbing the attention of the health-conscious consumer.

**Hain Celestial Group**, Melville, N.Y., makers of **The Greek Gods** yogurt, focused on the benefits of protein with its new drinkable kefir product. The low-fat cultured milk contains 12 grams of protein and probiotic cultures in each one cup serving. The flavors will mirror the ones offered in its Greek-style yogurt.

For the Bellvue, Colo.-based **Noosa**, an Australian-style yogurt, the focus is on fresh and natural flavors. The company just added a passion fruit flavor to its line and plans to announce another new flavor in May.

"We believe a continuing trend is fresh, all-natural flavors. We rely on fruit purees to sweeten and flavor Noosa as well as provide our yogurt with complexity," said Koel Thomae, co-founder of Noosa.

Noosa recently became available nationwide and the processor just completed a state-of-the-art plant expansion that quadrupled the size of the company's manufacturing facility.

Penny Baker, director of marketing at **Smith Dairy Products Co.**, Orrville, Ohio, agrees that the natural trend remains popular. Smith's Dairy produces sour cream and dips in addition to milk, ice cream and cottage cheese.

"There is an up-tick in natural and organic retail stores and chains sales. One of the drivers is that consumers are more conscientious about what is in the food they eat as well as its origins," she said. "There is a need for less processed and more natural foods with fewer ingredients."

With yogurt processors leading the way with innovations and other cultured processors taking note, the opportunities to grow the category can only get stronger from here. ■