



# GREEK YOGURT 101

Cheryl Buckley & Patricia Bannan

## CHOBANI®



CSNA 61<sup>st</sup> Annual Conference  
November 17, 2013  
Palm Springs, CA



CHOBANI +





# YOUR HOSTS FOR THIS MORNING

- Cheryl Buckley, MS, RD, CDN, is Chobani's Director of Nutrition and Foodservice Segments. Cheryl educates the K-12, Healthcare, and Extended Care segments on the nutrition profiles of authentic strained Chobani Greek Yogurt. Having worked previously as a Foodservice Director for a New York school district, Cheryl understands the segment's unique needs and has made it her professional and personal mission to implement healthier choices into school district menus across the country.
- Patricia Bannan, MS, RD, is a Los Angeles—based registered dietitian specializing in nutrition and health communications. Passionate about helping children and adults implement easy steps to improve their lives, Patricia's creative and doable health messages reach 6 million people each day through the in-school and corporate wellness programs of Health-E-tips, Inc. As a public relations and food industry consultant, Patricia helps develop strategic platforms and oversees tactical execution for health professional, consumer and media outreach programs. Patricia has conducted more than 1,000 media interviews over the past decade, including guest appearances on The Today Show, The Doctors, ABC News, Fox News and CNN.



## BY THE END OF THIS SESSION, YOU WILL...

- Understand what Greek Yogurt is and how it is different from traditional and Greek-style yogurts
- Learn how to use Greek Yogurt on school menus
- See how Greek Yogurt can help you meet the challenges of school meal regulations



I'VE HEARD OF  
GREEK YOGURT,  
BUT WHAT IS IT  
EXACTLY?

# GREEK YOGURT...

- Has more protein than regular, unstrained yogurt<sup>1</sup>
- Is a low-calorie, low-sodium M/MA
- Is a delicious, creamy food kids love
- Encourages healthy, balanced eating habits

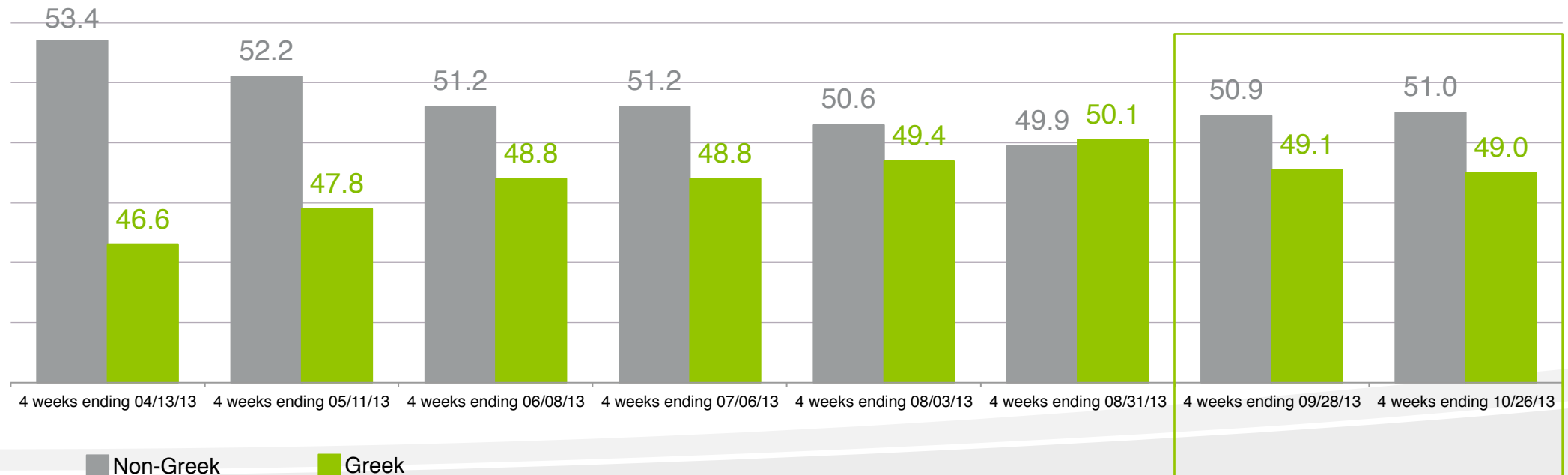


## ...IS A GREAT OPTION FOR SCHOOLS

(1) Protein content of regular, unstrained nonfat yogurt is 11g protein per 8 oz. serving; Chobani® 0% Greek Yogurt contains 9g to 10g protein per 4 oz. serving.

# GREEK IS THE NEW CATEGORY STANDARD

- Total US Greek dollar share is expected to surpass non-Greek by end of year
- More than 8.5 million pounds of Chobani are shipped each week





## AUTHENTIC STRAINED GREEK YOGURT IS DIFFERENT FROM REGULAR, UNSTRAINED YOGURT.

- The authentic straining process removes excess liquid whey.
- This results in a thicker, creamier yogurt with more protein than unstrained yogurt.

## AUTHENTIC STRAINED GREEK YOGURT IS DIFFERENT FROM GREEK-STYLE YOGURT.

- Most authentic strained yogurts are free of milk protein concentrate and animal-based thickeners.
- These can be used to mimic the thickness of authentic strained Greek Yogurt.





# USDA PILOT PROGRAM

- First step in making Greek Yogurt more affordable to put on school menus
- Urges USDA to recognize Greek Yogurt as 2 M/MA
- Greek Yogurt can provide more protein for less cost than unstrained yogurt
- Your voice is vital: Take action at [GoGreekinSchool.com](http://GoGreekinSchool.com)





# WHAT MAKES GREEK YOGURT NOTHING BUT GOOD?

- More protein than regular, unstrained yogurt\*
- No artificial flavors, artificial sweeteners or preservatives
- Delicious taste kids love
- Free of milk protein concentrate and animal-based thickeners
- Does not contain soy, corn or nuts^
- 5 live and active cultures, including 3 probiotics
- Made with milk from cows not treated with rBST\*\*
- Contains less than 5% lactose
- Gluten-free^
- Good source of calcium

\* Protein content of regular, unstrained nonfat yogurt is 11g protein per 8 oz. serving; Chobani® 0% Greek Yogurt contains 9g to 10g protein per 4 oz. serving.

\*\* According to the FDA, no significant difference has been found between milk derived from rBST-treated and non-rBST-treated cows.

^ Excluding Chobani Flip products



# CALCIUM FOR BONE HEALTH

From ages 9-18, children build the majority of their bone mass, making this a critical time for bone health.

Because your body uses calcium to build bone, increasing calcium intake during childhood can help support bone health.

One 4 oz. cup of Chobani contains 10% of the daily value of calcium.

## How Much Calcium?

Check out the chart to see where students fall for recommended calcium intake.

| AGE             | Mg/day |
|-----------------|--------|
| 4—8 YEARS.....  | 1000   |
| 9—18 YEARS..... | 1300   |



# PACKED WITH PROTEIN

Our bodies make a little over half of necessary proteins, and the rest comes from our food.

Doctors encourage us to get 10-35% of our total calories for the day from protein.

## Recommended Dietary Allowance For Protein

Check out the chart to see where students fall for recommended calcium intake.

| Children        | Gram/day | Girls            | Gram/day | Women             | Gram/day |
|-----------------|----------|------------------|----------|-------------------|----------|
| 1–3 YEARS.....  | 13       | 14–18 YEARS..... | 46       | 19–70+ YEARS..... | 46       |
| 4–8 YEARS.....  | 19       | <b>Boys</b>      |          | <b>Men</b>        |          |
| 9–13 YEARS..... | 34       | 14–18 YEARS..... | 52       | 19–70+ YEARS..... | 52       |



# KIDS LOVE THE TASTE

CASE STUDY: QUABOAG SD in WARREN, MA

## SERVED:

- Single-serve cups — Breakfast and lunch (a la carte option)
- Bulk — parfaits with granola and fresh fruit, salad dressings and dipping sauces

## RESULT:

- Meal participation increased 10%
- Students showed enthusiasm for the offerings
- Kids loved the delicious flavors and creamy consistency
- Encourages healthy eating habits; refines palates at an early age





**SO HOW CAN I USE IT IN  
MY OPERATION?**



# DID YOU KNOW?

4 oz. of Greek Yogurt = 1 oz. M/MA  
2 oz. of Greek Yogurt = ½ oz. M/MA





# EASILY MEET 2 OF 3 COMPONENTS

FOR THE USDA NATIONAL BREAKFAST REQUIREMENTS

BREAKFAST



4 OZ.  
GREEK YOGURT

PAIRED  
WITH



2 OZ. WHOLE  
GRAIN MUFFIN

OR



2 PKGS.  
GRAHAM CRACKERS

- 74% of school nutrition professionals report steady or increased school breakfast participation.<sup>1</sup>
- Students who participate in school breakfast show improved attendance, behavior and test scores.<sup>2</sup>

(1) School Nutrition Association. Back to School Trends Report. 2013.

(2) FRAC, Breakfast for Learning, Fall 2011





# EASILY MEET 3 OF 5 COMPONENTS

FOR THE USDA  
NATIONAL LUNCH REQUIREMENTS

**LUNCH**

|          |                                                                                                                |                |                                                                                                                    |                                                                                                                         |                                                                                                                         |
|----------|----------------------------------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| OPTION A | <br>4 OZ.<br>GREEK YOGURT   | PAIRED<br>WITH | <br>2 Tbsp.<br>PEANUT<br>BUTTER | <br>1 OZ.<br>WHOLE GRAIN<br>BAGEL    | <br>4 OZ.<br>100% PURE<br>JUICE      |
| OPTION B | <br>4 OZ.<br>GREEK YOGURT   | PAIRED<br>WITH | <br>1 OZ.<br>CHEESE             | <br>2 OZ.<br>WHOLE GRAIN<br>CRACKERS | <br>1/2 CUP<br>FRUIT                 |
| OPTION C | <br>4 OZ.<br>GREEK YOGURT | PAIRED<br>WITH | <br>1/2 CUP<br>HUMMUS          | <br>1 OZ.<br>WHOLE GRAIN<br>PITA    | <br>1/2 CUP<br>CELERY &<br>CARROTS |



# EASILY MEET 2 OF 4 COMPONENTS

FOR THE USDA NATIONAL AFTER-SCHOOL SNACK REQUIREMENTS

SNACK



4 OZ.  
GREEK YOGURT

PAIRED  
WITH



4 OZ.  
100% PURE  
JUICE

OR



1 WHOLE  
APPLE

OR



WHOLE  
GRAIN  
GRANOLA

Approximately 8.4 million school-age children are in after-school programs.<sup>1</sup>

<sup>1</sup> Afterschool Alliance Afterschool Issue Overview, February 2013.



# GREEK YOGURT IN SCRATCH COOKING



# SCRATCH COOKING

Greek Yogurt is an **on-trend**, **flavorful** and **versatile** ingredient for cooking.

It can be added to:

- dressings
- soups
- smoothies
- baked goods
- or used as a sour cream or mayo substitute

**Lower the fat, calories and sodium and increase the protein with Greek Yogurt in scratch cooking.**



# PARFAIT

SERVING SIZE: 1 PARFAIT    YIELD: 50 SERVINGS    VOLUME: 50 SERVINGS

## MEASURE

6 qt 2 cups  
3 qts 1 cup  
3 qts 1 cup

## INGREDIENTS

Chobani Greek Yogurt, Vanilla 0%  
Granola  
Mixed Berries

1. Divide 1/2 cup of yogurt among each of 50 12-ounce cups.
2. Top with 1/4 cup granola and 1/4 cup mixed berries.
3. Serve immediately or refrigerate for up to 6 hours.
4. CCP: Hold at 40°F or lower.

One serving: 1 M/MA and 1/2 full fruit component  
Calories: 190, Total Fat: 1.5g, Protein: 14g, Sodium: 55mg



# CINNAMON DIP

SERVING SIZE: 2 OZ    YIELD: 50 SERVINGS    VOLUME: 50 SERVINGS

## MEASURE

12.5 cups  
3 1/4 cups  
1 1/2 cups  
3 Tbsp  
1/4 cup  
1 1/2 Tbsp

## INGREDIENTS

Chobani Greek Yogurt, Vanilla 0%  
Reduced fat cream cheese  
Dark brown sugar  
Vanilla extract  
Cinnamon, ground  
Nutmeg, ground

1. Whip cream cheese in a food processor until smooth.
2. Add remaining ingredients and whip until fully incorporated.
3. Cover and refrigerate until ready to serve.
4. CCP: Hold at 40°F.

Serve with 1/2 cup fruit to meet 1 full fruit and 1/2 M/MA  
Calories: 100, Total Fat: 3.5g, Protein: 7g, Sodium: 75mg



# RANCH DRESSING

SERVING SIZE: 1 OZ    YIELD: 50 SERVINGS    VOLUME: 50 SERVINGS

## MEASURE

3 cups  
2 cups  
2 Tbsp  
1 1/2 cups  
2 Tbsp  
2 Tbsp  
1 tsp  
2 tsp  
1 Tbsp  
2 tsp  
2 1/2 tsp  
1/2 tsp

## INGREDIENTS

Chobani 0% Plain Greek Yogurt  
Buttermilk  
Lemon Juice  
Lowfat Mayonnaise  
Onion powder  
Garlic powder  
Celery salt  
Dried chives  
Dried parsley  
Dried Dill  
Salt  
Black pepper

1. Combine all ingredients in a mixing bowl.
2. Mix thoroughly to combine.
3. Refrigerate immediately until ready to serve.

Calories: 30, Total Fat: 1g, Protein: 2g, Sodium: 200mg

Compared to 145 calories, 15g of fat, 328mg of sodium and 0.3g of protein in a leading ranch dressing





# QUESTIONS?





THANK YOU!

