



# What Consumers Are Saying

**Today's consumers know that yogurt is good for them** and are looking for higher nutritional values and great tasting product.

They're looking for products that FIT into their **daily routine & the active time of days, including the commute & at work.**

They're looking for indulgent great tasting “**good for me**” products.



**früsh** delivers on all of these and is designed to **Go Spoonless!**

**früsh** is a delicious, creamy blend of fresh yogurt and real fruit. It's 100% natural, it's gluten-free, it's got more calcium than a Glass of milk and it's a tasty source of protein. That gives you all The reasons you need to grab one and go. So, start drinking Your yogurt because no one looks cool carrying around a spoon.

