



## Australian-Style Yogurt Brand, Yulu(TM), is the Newest Addition to the Dairy Aisle From WhiteWave Foods

**BROOMFIELD, Colo., March 5, 2015** - WhiteWave Foods, a leading consumer packaged food and beverage company in North America, today introduced Yulu™, a new Australian-style yogurt brand. Inspired by an authentic Australian recipe, Yulu Double Smoothed™ is made with fresh ingredients to create an extra creamy texture. "Yulu yogurt is the ideal choice for yogurt fans who enjoy traditional or Greek varieties, but are looking for something new with a delicious taste, creamy texture and high protein," said Blaine McPeak, president of WhiteWave. "Yulu's authentic Aussie-style recipe starts with pure, honest ingredients and combines them with a process to create a creamier, Double Smooth™ alternative to Greek yogurt. And, because each cup offers more protein than traditional yogurt, Yulu is a great option for breakfast or a protein-filled snack."

Yulu Aussie-style yogurt is a full fat yogurt, made with real fruit and double-blended to create a creamy, smooth taste. Each 5.3-ounce cup of Yulu yogurt is packed with nine grams of protein. Yulu is currently available in five varieties, including:

- Blueberry
- Honey
- Raspberry
- Strawberry
- Vanilla Bean

The first Aussie-style yogurt from WhiteWave Foods, Yulu enters the growing yogurt category as a good solution for consumers who want a delicious and nutritious yogurt without the tangy, tart taste often associated with high-protein yogurts.

Available in grocery stores, supercenters and natural food stores nationwide, Yulu yogurt can be found near similar products in the dairy aisles. More information and a store locator tool are available at [www.yuluyogurt.com](http://www.yuluyogurt.com).

### **ABOUT THE WHITEWAVE FOODS COMPANY**

The WhiteWave Foods Company is a leading consumer packaged food and beverage company that manufactures, markets, distributes, and sells branded plant-based foods

and beverages, coffee creamers and beverages, premium dairy products and organic produce throughout North America and Europe. The Company also holds a 49% ownership interest in a joint venture that manufactures, markets, distributes, and sells branded plant-based beverages in China. WhiteWave is focused on providing consumers with innovative, great-tasting food and beverage choices that meet their increasing desires for nutritious, flavorful, convenient, and responsibly-produced products. The Company's widely-recognized, leading brands distributed in North America include Silk® and So Delicious® plant-based foods and beverages, International Delight® and LAND O LAKES®\* coffee creamers and beverages, Horizon Organic® premium dairy products and Earthbound Farm® organic salads, fruits and vegetables. Its popular plant-based foods and beverages brands in Europe include Alpro® and Provamel®, and its plant-based beverages in China are sold under the Silk® ZhiPuMoFang brand. To learn more about WhiteWave, visit [www.whitewave.com](http://www.whitewave.com).  
\*The LAND O LAKES brand is owned by Land O'Lakes, Inc. and is used by license.

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