

Introducing Light & Free: A New Unconventional Yogurt

Danone Canada introduces a new range of compromise-free, delicious yogurts that pack a bold flavour punch while including 8 g of protein and 4 g of sugar per 95 g serving

Boucherville, Quebec – July 15, 2020: Danone Canada is proudly launching Light & Free, a new yogurt range that introduces consumers to bold and exotic yogurt flavours while satisfying those hungry for a taste of summer freshness. With the hot summer weather, Light & Free is the perfect compromise-free, delicious yogurt option that will allow consumers to break free from conventional snacks and lacklustre flavours.

Exciting Flavours that Filter Out Everything but the Essentials while Containing 8 g of Protein and 4 g of Sugar per 95 g Serving

Danone Light & Free brings a new bold, ultrafiltered yogurt option to the dairy aisle with a patent-pending innovative process that reduces the yogurt's sugar content. The result is a smooth, creamy textured yogurt that packs a major flavour punch in each 95-gram serving, with a generous 8 grams of protein and 4 g of sugar.

“At Danone, we know that when people eat and drink, they vote for the world in which they want to live – it’s an extension of their identity. That’s why we created Light & Free, a product that is free from traditional yogurt conventions. Using Canadian Ultrafiltered milk we are able to deliver a high protein yogurt with a lot less sugar and no artificial sweeteners”, said Jeremy Oxley, Vice-President Marketing, Strategy & Insights at Danone Canada. “Light & Free fits in a balanced diet providing nutrients to let your best self-shine, with more contemporary and unexpected flavours that make life even more delicious..”

A Bold, Limited Edition, Exotic Flavour to Send you Swimming in the Middle of the Ocean

Summer is a time for fresh, fun beginnings. Traditional vanilla is always a hit, but this summer's new Light & Free Cucumber, Watermelon and Lime flavour is refreshing yet tart to elevate your summer snacking with a bold flavour experience.



Light and Tasty

The Danone Light & Free range of yogurts, including limited edition Cucumber, Watermelon & Lime answers the needs of health-conscious consumers who are interested in making smart dietary decisions. With food trends showing consumers want to be eating healthier foods and avoiding sugar/carbs, all Light & Free yogurts are specially created with natural flavours and have 4 g of sugar per portion of 95 g.

The new Light & Free yogurt is available in a convenient 4 X 95 g format in a variety of flavours including White Peach & Raspberry, Mango and Passion Fruit and the Limited Edition flavour Cucumber, Watermelon & Lime. Light & Free is also available in a larger 710 g format that is perfect for breakfast occasions with flavours like Vanilla Bean and Apple and Grilled Pineapple. Light & Free retails for a MSRP of \$4.53 for the 4 x 95 g format and \$6.29 for the 710 g format at grocery and big-box stores across Canada.

Follow along on Instagram @lightandfree_ca for fresh inspiration and to learn more about the exciting flavours.

About Danone Canada

One of Canada's Top 100 Employers, Danone Canada is a business unit of Danone and operates from headquarter offices in Boucherville, Quebec, and Mississauga, Ontario. Danone Canada is the country's largest consumer-facing Certified B Corporation®, demonstrating that the company meets the highest standards of social and environmental performance, accountability, and transparency. Danone Canada's ambition is to produce healthful dairy and plant-based products, as well as coffee creamers and beverages; to create economic and social value; and to nurture natural ecosystems through sustainable agriculture. Its portfolio of brands includes Activia®, Oikos®, DanActive®, Danone®, Silk®, So Delicious®, Light & Free®, YoPRO®, Danette®, Stok®, International Delight®, and more. For more information about the company, please visit www.danone.ca; facebook.com/danonecanada; Instagram (@danone.canada); Twitter (@DanoneCanada) or LinkedIn (Danone Canada).

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