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FOR IMMEDIATE RELEASE

Straus Family Creamery Introduces Two New Yogurt Flavors *Blueberry-Pomegranate and Cinnamon Appeal To Health-Conscious Consumers*

MARSHALL, CA, July 13, 2010 – Straus Family Creamery Organic Blueberry-Pomegranate Yogurt and Organic Cinnamon Yogurt, regular whole milk and non-fat, are now available everywhere Straus products are sold.

Unlike other yogurts on the market, Straus Family Creamery yogurts are “vat set.” Made in small batches in stainless steel vats, the yogurts are cooled completely and then poured into the yogurt containers. This is a traditional yogurt-making process common in Europe that results in a smooth, creamy-textured yogurt that practically pours out of the container. Made with organic blueberries and organic pomegranate juice, the Organic Blueberry-Pomegranate Yogurt is tart, slightly sweet and contains health-promoting antioxidants that appeal to consumers seeking to incorporate healthy choices into their diets. The Organic Cinnamon Yogurt is made with organic cinnamon, which is known for its heart-healthy properties. Consumers will love its unique, spicy, and sweet taste.

The new yogurts also reflect the company’s packaging redesign – with an updated logo and more consumer-friendly graphics – and also carry the Non-GMO Project Verification seal. Straus Family Creamery is the first dairy brand in the nation whose entire product line will carry the seal.

“We are pleased to introduce these two flavors of yogurt,” says Rich Martin, VP of Marketing and Sales, “Not only will consumers love the healthful and delicious flavors, we think they will be engaged by the new package design and assured by our Non-GMO Project Verification.”

All Straus Family Creamery yogurts contain four live and active cultures, which are known to improve digestive health: *L. acidophilus*, *L. bulgaricus*, *S. thermophilus* and *bifidus*. Simply made with organic milk and other delicious organic ingredients, consumers will appreciate the fact that the yogurts contain no added pectin, modified food starch, corn starch, thickeners, or high fructose corn syrup.

Straus Family Creamery strives to consistently provide the highest quality, best tasting, organic milk, yogurt, butter and ice cream made with minimal processing and wholesome ingredients. Straus Family Creamery makes business decisions based upon environmental and ecological considerations, which support the philosophy of sustainable, organic family farming, for the health and well being of the company, its producers, employees and the community at large.

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Organic European-Style Yogurt Fact Sheet

Product: 32 ounce Organic European-Style Yogurt

Suggested Retail: \$3.99 each

New Flavors: Blueberry Pomegranate and Cinnamon Yogurt, available in Non-Fat and Whole Milk

Original Flavors: Plain, Maple, and Vanilla, available in Non-Fat, Low-Fat, and Whole Milk

Availability: Whole Foods, Raley's, Oliver's Market, Pacific Market, Vallerga's Market, Andronico's, Real Foods, Nugget Market, Mollie Stone's, Nob Hill Market, Bel Air Market, New Seasons, PCC Natural Markets

Product Attributes:

- Organic and Non-GMO Project Verified
- Stabilizer Free
- Incubated in stainless steel vats, not plastic containers
- 4 live and active cultures: L. acidophilus, L. bulgaricus, S. thermophilus and bifidus
- Loaded with protein and calcium
- No added thickeners, pectin, modified food starch, corn starch, or high fructose corn syrup



Blueberry-Pomegranate
 Whole Milk Yogurt

Nutrition Facts	
Serving Size 1 cup (227g)	
Amount Per Serving	
Calories 230	Calories from Fat 60
	% Daily Value*
Total Fat 6g	9%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 110mg	5%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 26g	
Protein 11g	22%
Vitamin A 6%	Vitamin C 2%
Calcium 30%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



Blueberry-Pomegranate
 Nonfat Yogurt

Nutrition Facts	
Serving Size 1 cup (227g)	
Amount Per Serving	
Calories 190	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 140mg	6%
Total Carbohydrate 34g	11%
Dietary Fiber 0g	0%
Sugars 28g	
Protein 13g	26%
Vitamin A 0%	Vitamin C 2%
Calcium 40%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



Cinnamon
 Whole Milk Yogurt

Nutrition Facts	
Serving Size 1 cup (227g)	
Amount Per Serving	
Calories 230	Calories from Fat 60
	% Daily Value*
Total Fat 6g	9%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 115mg	5%
Total Carbohydrate 30g	10%
Dietary Fiber 1g	4%
Sugars 24g	
Protein 11g	22%
Vitamin A 6%	Vitamin C 2%
Calcium 35%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



Cinnamon
 Nonfat Yogurt

Nutrition Facts	
Serving Size 1 cup (227g)	
Amount Per Serving	
Calories 190	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 140mg	6%
Total Carbohydrate 33g	11%
Dietary Fiber 1g	4%
Sugars 26g	
Protein 13g	26%
Vitamin A 0%	Vitamin C 2%
Calcium 45%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



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Organic European-Style Yogurt Usage Tips

Making Fruit Salads Sing, Straus Family Creamery Style

We've often wondered why seasonal fruit salads do not have the many dressing options accorded to vegetable salads, so we developed a few simple ideas.

- Blend 2 cups of Straus Blueberry Pomegranate or Cinnamon Yogurt with 2 Tablespoons of your favorite local honey and 1 Tablespoon of vanilla.
- Stir 3/4 of a teaspoon of grated fresh ginger with a teaspoonful of lemon or orange juice into 2 cups of Straus Blueberry Pomegranate or Cinnamon Yogurt.
- Whirl 2 cups of Straus Blueberry Pomegranate or Cinnamon Yogurt together with 1/4 shredded coconut and 1/4 cup finely chopped nuts.

Straus Great Morning Granolas

Yogurt, granola (homemade or otherwise) and fresh fruit are a marvelous combination for breakfast. Here are a few thoughts to inspire your creativity.

- Layer Straus Blueberry Pomegranate Yogurt, granola, and fresh blueberries in an elegant parfait glass. Repeat the layers. Serve with a long spoon.
- Layer Straus Cinnamon Yogurt, granola or Muesli and sliced bananas in a parfait glass (dip the sliced bananas in a bath of orange juice to keep them bright yellow).



Straus Family Creamery Footnote:

We found that any grilling recipe that called for yogurt and provocative spices like cumin, curry, and turmeric worked beautifully with both of our new Blueberry Pomegranate or Cinnamon Yogurt. Let us know what you think!