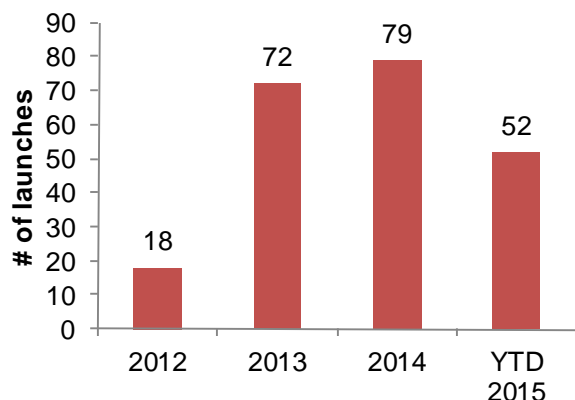


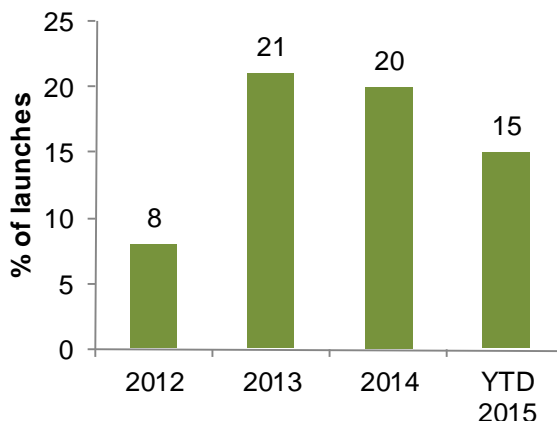
## Mintel Quarterly Update Fruit Ingredient Activity – Strawberry Yogurt & Ice Cream

Dec 2015

# of US yogurt product launches with strawberry ingredient, Jan. 2012 - Nov. 2015



# of US ice cream product launches with strawberry ingredient, Jan. 2012 - Nov. 2015



Ice Cream Total Sample = 64  
Yogurt Total Sample = 221

Strawberry is the most active fruit ingredient launched in US yogurt and ice cream between Jan. 2012 – Nov. 2015 (respectively representing 16.2% and 4.2% of introductions during the review period).

### Examples of US ice cream and yogurt launches with strawberry ingredient



**Saint Benoît Creamery Strawberry Organic Ice Milk** is made with organic strawberries. Click [here](#) for product details



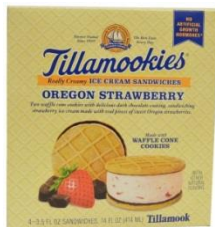
**YoCrunch Greek Yogurt with Crispy Strawberry Pieces**. Click [here](#) for product details



**Archer Farms Strawberry Blondie Ice Cream** comprises strawberry ice cream with chunks of strawberries and blondie brownie pieces. Click [here](#) for product details



**Stonyfield Organic Super Grains Strawberry Buckwheat & Quinoa Greek Nonfat Yogurt** is made with organic strawberry juice concentrate. Click [here](#) for product details



**Tillamookies Oregon Strawberry Ice Cream Sandwiches** contain two waffle cone cookies with a dark chocolate coating, sandwiching strawberry ice cream made with real pieces of sweet Oregon strawberries. Click [here](#) for product details

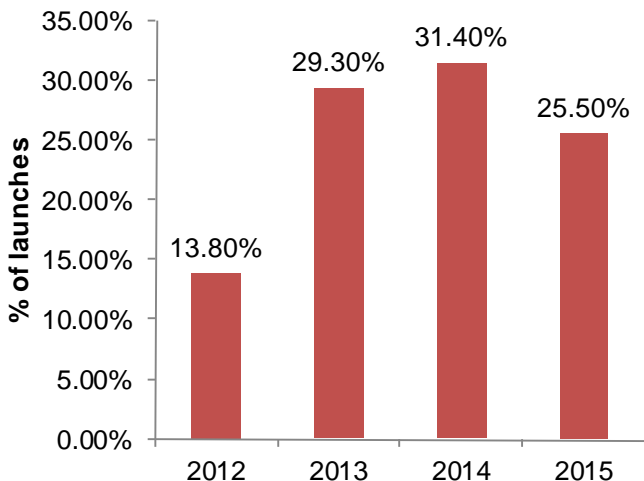


**Yoplait Greek 100 Calories Whips! Strawberry Cheesecake Fat Free Yogurt Mousse** is made with strawberry puree. Click [here](#) for product details

## Mintel Quarterly Update

Dec. 2015

**% of Europe milk product launches with fruit\* ingredients, Jan. 2012 – Nov. 2015**



Total Sample = 115

**% of Europe milk product launches with fruit\* ingredients, by fruit\* ingredient group, Jan. 2012 – Nov. 2015**

Fruit and Fruit Product Ingredient Groups	Total Sample
Red Fruit (and all children)	50.00%
Berries and Other Small Fruits (and all children)	47.90%
Fruit Concentrates (and all children)	45.70%
Tropical, Sub-tropical and Exotic Fruits (and all children)	44.70%
Fruit Juice (and all children)	40.40%
Fruit Purees, Pulps, Paste, Nectars, Compotes, Syrups (and all children)	28.70%
Citrus Fruits (and all children)	12.80%
Pome Fruits (and all children)	10.10%
Stone Fruits (and all children)	4.80%
Fruit Flakes (and all children)	1.60%

### Examples of Europe milk launches with fruit\* ingredient



**Tjolk Halfvolle Melk Met Echte Fairtrade Banana (Semi-Skimmed Milk with Real Fairtrade Banana)** is made with banana puree. Click [here](#) for product details



**Delhaize Boisson à la Fraise (Strawberry Drink)** is a skimmed milk drink fermented with strawberry juice. Click [here](#) for product details



**Penny To Go Milk Shake Erdbeere (Strawberry Milk Shake)** is made with strawberry juice from concentrate (3%). Click [here](#) for product details



**Banania Boisson Lactée Chocolatée (Chocolate Flavoured Milk)** contains banana and honey for an amazing taste, cereals to give energy, cocoa and more than 90% milk for maximum richness and calcium. Click [here](#) for product details



**Casino Boisson Lactée Orange, Banane, Fraise (Orange, Banana & Strawberry Flavoured Milky Drink)** comprises skimmed milk, orange juice from concentrate and banana and strawberry purée. Click [here](#) for product details



**The Lake District Dairy Co. Frumoo Raspberry & Blueberry Fresh Milk & Real Fruit Drink** is made with raspberry and blueberry puree. Click [here](#) for product details

\*Fruit Ingredients included in search are fruit concentrate, fruit flakes, fruit granules, fruit juice, fruit peel, fruit puree, fruit paste, fruit nectar, fruit solids and dried fruit.