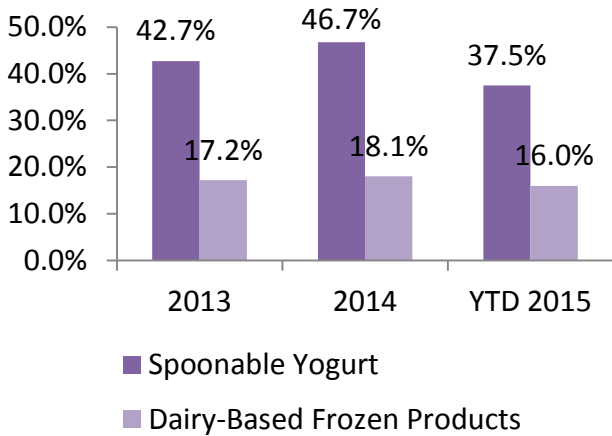


Mintel Quarterly Update

June 2015

Fruit Ingredient Activity – Yogurt and Ice Cream Product Launches

US yogurt and ice cream launches with *fruit ingredients, as % of **total yogurt or ice cream launches from Jan. 2013 - May. 2015



US yogurt and ice cream launches with fruit ingredients have seen positive growth when comparing 2013 to 2014. In 2014, almost 50% of yogurt launches included a fruit ingredient.

Top fruit ingredient groups used in yogurt and ice cream launches, USA Jan. 2013 - May 2015

Yogurt Fruit Ingredients	# of launches
Fruit Concentrates	264
Fruit Juice	138
Fruit Purees, Pulps, Paste, Nectars, Compotes, Syrups	129
Fruit and Fruit Products	28
Fruit Peel	1

Ice Cream Fruit Ingredients	# of launches
Fruit Concentrates	121
Fruit Purees, Pulps, Paste, Nectars, Compotes, Syrups	53
Fruit Juice	36
Fruit Peel	6
Fruit and Fruit Products	5



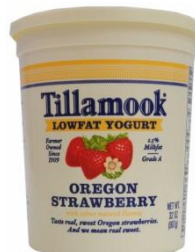
Zen Monkey Strawberry Yogurt with Oats is made with real cut strawberries. Click [here](#) to view on GNPD.



Häagen-Dazs Gelato Strawberry Dark Chocolate Frozen Dessert Bars contain sweet and creamy strawberry ice cream. Click [here](#) to view on GNPD.



Yarnell's Strawberry Lemonade Gelato is a refreshing blend of sweet strawberries and sun-kissed lemons. Click [here](#) to view on GNPD.



Tillamook Oregon Strawberry Lowfat Yogurt is made with sweet, ripe local strawberries. Click [here](#) to view on GNPD.

*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**Total ice cream or yogurt launches where ingredients are analyzed

Mintel Quarterly Update

June 2015

% of US yogurt or ice cream launches with *fruit ingredients, by fruit flavors, Jan. 2013 – May 2015

Yogurt Fruit Flavor (Inc. Blend)	Variants (% of sample)
Strawberry	14.50%
Blueberry	10.80%
Raspberry	6.50%
Cherry (Black)	6.20%
Key Lime	5.80%
Berry	5.50%
Peach	5.50%
Banana & Strawberry	4.00%
Lemon	4.00%
Pineapple	3.10%

Ice Cream Fruit Flavor (Inc. Blend)	Variants (% of sample)
Mango	6.40%
Blueberry	6.40%
Strawberry	5.50%
Cherry	5.50%
Key Lime	4.50%
Orange	3.60%
Banana & Strawberry	2.70%
Blueberry & Strawberry & Vanilla/Vanilla Bourbon/Vanilla Madagascar	2.70%
Raspberry	2.70%
Cherry (Black)	1.80%

27%

•Of consumers purchase yogurt/yogurt drinks to consumer as a dessert

44%

•Of consumers typically eat yogurt and/or yogurt drinks because they feel they are healthier than other snack options

51%

•Of consumers have bought spoonable regular yogurt with layered fruit/fruit on the bottom in the last 3 months

69%

•Of consumers believe flavor is the most important factor when choosing a frozen treat to buy.

22%

•Of 25-34 year olds buy frozen treats that look the healthiest

61%

•Of consumers believe frozen yogurt is healthier than ice cream