

yogurt 101

an insider's guide

let's start here

Icelandic? Greek? Strained? Dairy Free? Over the past few years, many options have been popping up in the grocery store. Many have ingredient lists long enough to rival junk foods and as much sugar as soda.

we're here to help!

This guide to yogurt will help you make the best choice in the dairy aisle!

tips for choosing the best yogurt for you

Look for a short, simple ingredient list. There are two fundamental ingredients required to make dairy yogurt: milk and bacterial cultures. Some yogurts can contain up to 18 different ingredients - so make sure you check the ingredients list, and try to keep it simple.

Keep it real.

Artificial flavors and sweeteners? No, thanks. Try to choose a yogurt made with real fruit and ingredients you recognize.

Sugar, sugar, sugar.

Did you know that some yogurt can contain approximately the same amount of sugar as soda (by weight)? Try to choose a yogurt lower in sugar (11 grams or less per 5.3oz) and without artificial sweeteners that can distort your palate to make you crave sweeter foods.

Respect the culture.

Choose only yogurts that contain live and active cultures. Fermented milk products deliver many live active cultures to the GI tract.¹

What about the protein?

Not all yogurts are high in protein. Strained yogurts, such as Greek and Icelandic yogurt, have more protein than regular yogurt. Choose a yogurt with more protein than sugar on the label.

non dairy yogurt

Yogurt products made without dairy can be an alternative for people with a milk allergy or intolerance. However, many of these often lack the nutrients found in dairy yogurt, like protein. Keep the above information in mind when choosing a dairy free option.

expect the unexpected: yogurt through a cook's lens

While yogurt is undoubtedly delicious when eaten on its own, it is also a versatile addition to dishes. We're not talking about the obvious smoothie or yogurt parfait; we're talking some seriously delicious culinary combinations.



Breakfast of champions

spread your favorite yogurt on toast and top with fruit, nuts, granola, jam, honey - or all of the above.



Add a dollop

ditch the sour cream and sub a thick plain yogurt next time you make tacos or burritos.



Creamy - minus the cream

add a Tbsp (of two) of yogurt to your next risotto, pasta sauce or oatmeal in place of heavy or sour cream.

what's inside a cup of strawberry yogurt?

often, a lot more than you would think...

Product	Calories	Protein (g)	Total Sugar (g)	More Fruit or Sugar (by weight)	# of Ingredients (excluding cultures)
siggis 0% Strawberry (5.3 oz)	110	15g	11g	fruit	4
Leading Greek Strawberry (5.3 oz)	110	11g	13g	fruit	9
Leading Regular Strawberry (6 oz)	150 <i>(higher calories due to higher fat content)</i>	6g	19g	sugar	12
Leading Non-Dairy Strawberry (5.3 oz)	180 <i>(higher calories due to higher fat content)</i>	5g (plant protein)	13g	sugar	12

IRI latest 52 weeks as of 2/27/22

icelandic, greek, regular: what's the difference?

Icelandic skyr yogurt

strained to make a thicker, creamier yogurt that is generally 4 times more concentrated than regular yogurt.

Greek yogurt

another variety of strained yogurt that is slightly less concentrated than skyr and generally 3 times more concentrated than regular yogurt.

Regular yogurt

yogurt that is not strained and generally is less thick and has less protein than strained yogurt.

¹ Donovan S & Salas-Salvadó J. (2017). Yogurt Consumption as a Signature of a Healthy Diet and Lifestyle. J Nutr 147:1449S.