

skyr

a term you should
get to know

skyr basics

Skyr (pronounced “skeer”) is a strained yogurt made from cow’s milk that has been a staple in the Icelandic diet for more than 1,000 years. Like milk, regular yogurt is mostly water – but with skyr, that water is strained away, creating a thick and creamy consistency. While there are various styles of strained yogurt, skyr is particularly high in protein.

making siggi’s

Iceland native Siggi Hilmarsson began making skyr in his own kitchen when he moved to New York City in 2004. siggi’s is now sold across the US and made by the same simple process and simple ingredients as in Siggi’s own kitchen.

here’s how:



One serving of siggi’s skyr requires four times more milk than regular yogurt. What remains is a protein-rich yogurt with 13 to 16 grams per serving.



siggi’s plain variety is just strained yogurt. A lot of thought goes into the ingredients in siggi’s flavored varieties.



The flavor comes from real food ingredients you can find in your kitchen like fruit and spices. Live cultures help create a smooth and tangy flavor profile.



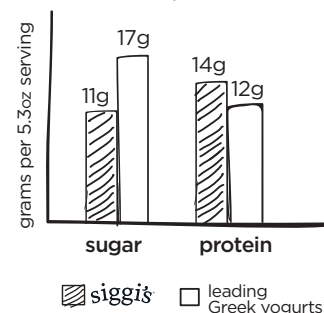
siggi’s is made with simple ingredients, not a lot of sugar. For example, siggi’s strawberry is made with pasteurized skim milk, strawberries, cane sugar, fruit pectin (from orange peel), and live active cultures- that’s it.



siggi’s products do not contain any artificial preservatives, thickeners, sweeteners, flavors or colors. That means no aspartame, sucralose, gelatin, artificial colorings, preservatives or high fructose corn syrup.



siggi’s flavored varieties have 8 to 11 grams of sugar and 13 to 15 grams of protein per serving. Unlike flavored varieties of most national strained yogurt brands, siggi’s flavored varieties contain more protein than sugar per serving.



*based on best-selling SKU of top three brands
source: Nielsen. Total US Food, 52 weeks, ending 4/12/14