

milk 101

a discussion on dairy fat

There are many different types of milk sold at the grocery store and one difference between them is the amount of fat they contain. The percentages included in the names of milk indicate how much fat is in the milk by weight. The different varieties match the wide range of consumer preferences.



4% milk (whole milk) has the richest, thickest and creamiest taste. It contains about 160 calories and 9 grams of fat per cup.



2% milk (reduced-fat milk) still has a creamy taste but less so than whole milk. It contains about 125 calories and 5 grams of fat per cup.



1% milk (low-fat milk) has a much less creamy taste and a thinner mouthfeel and appearance. It contains about 100 calories and 2.5 grams of fat per cup.



Fat-free milk (nonfat or skim milk) has no more than 0.2% milk fat, resulting in the thinnest mouthfeel and appearance. It contains about 80 calories and less than 1 gram of fat per cup.

dairy fat science

Research supports that whole-milk dairy is just as healthful as lower-fat options, despite its higher fat content.

A recent review of the existing research on whole-milk dairy consumption published in the *European Journal of Nutrition* found that people who eat full-fat dairy are not more likely to develop cardiovascular disease and type 2 diabetes than people who stick to low-fat dairy. Additionally, in 11 of the 16 studies included in the review, people who consumed more high-fat dairy products either weighed less or gained less weight over time. Researchers believe that this may be because whole-milk dairy products, which contain more fat, might be more filling and satisfying, meaning people might eat less of the richer versions¹.

So what does that mean? Whatever your dairy preference - whole milk, reduced-fat, low-fat or skim - it can be part of a healthy, well-balanced diet.

¹Kratz M., Baars T., Guyenet S. The relationship between high-fat dairy consumption and obesity, cardiovascular, and metabolic disease. *European Journal of Nutrition*. 2013; 52(1).

introducing: siggi's whole-milk skyr

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. Iceland native Siggi Hilmarsson became homesick for skyr when he moved to New York City in 2004 and began making it in his own kitchen. siggi's is now sold across the US and made by the same simple process and simple ingredients as in Siggi's own kitchen. Siggi has fond memories of his childhood when his father would pour fresh cream over skyr to create what is called rjóma-skyr. This inspired Siggi to create a whole-milk skyr to honor his dad's tradition. siggi's new whole-milk variety recreates that rich, creamy experience using whole milk and a bit of cream.

whole-milk skyr, full of flavor

siggi's whole-milk skyr is made with simple ingredients and not a lot of sugar, with a touch of cream for a richer taste experience. Each flavored variety contains only 8 grams of sugar and 10 grams of protein per 4.4oz cup, making it a nutritious and satisfying snack. siggi's whole-milk (4%) skyr joins siggi's 0% and 2% milk-fat varieties.

what's inside

simple ingredients

siggi's uses whole milk and a touch of cream to create a rich yogurt with no unwanted sweeteners or fillers, like aspartame or gelatin.



not a lot of sugar

Each cup of whole-milk skyr contains only 8 grams of sugar, which comes from fruit, cane sugar, and the milk itself.

no artificial ingredients

- ✓ No artificial sweeteners
- ✓ No artificial flavors
- ✓ No preservatives
- ✓ No thickeners
- ✓ No artificial colorings

ingredients

siggi's whole-milk skyr is available in several delicious varieties, including plain, vanilla, strawberry & rhubarb, and mixed berries. The flavor comes from real ingredients you can find in your own kitchen.

Nutrition Facts

Serving Size 1 container (125g)

Calories 140

Calories from fat 40

Amount/Serving	% DV*	Amount/Serving	% DV*
Total Fat 4.5g	7%	Total Carbs. 12g	4%
Sat. Fat 3g	15%	Fiber 0g	0%
Trans Fat 0g		Sugars 8g	
Cholest. 20mg	7%	Protein 12g	24%
Sodium 55mg	2%		
Vitamin A 4%	•	Vitamin C 2%	
Calcium 10%	•	Iron 0%	

Percent Daily Values (DV) are based on a 2,000 calorie diet

INGREDIENTS:

Pasteurized Whole Milk, Pasteurized Cream, Fruit (Rhubarb, Strawberries), Cane Sugar, Fruit Pectin, Live Active Cultures

LIVE ACTIVE CULTURES:

B. lactis, *L. acidophilus*, *L. delbrueckii subsp. bulgaricus*, *L. delbrueckii subsp. lactis*, *S. thermophilus*

protein

Flavored varieties contain 10 grams of protein per serving and the plain variety contains 11 grams. That means there is more protein than sugar in each cup.