

yogurt 101: an insider's guide

let's start here



Greek? Icelandic? Strained? High protein? Over the past few years there has been an increase in the popularity of yogurt in the U.S., driven by America's newfound taste for Greek yogurt. However, not all yogurts are created equal. 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 become more educated on how to 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 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 sweeteners, colors, and flavors? No, thanks. Try to choose a yogurt made with real fruit and ingredients you recognize.
- **Sugar, sugar, sugar.** Did you know that 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 serving) and without other sweeteners, like stevia, which can distort your palate to make you crave sweeter foods.¹
- **Respect the culture.** Choose yogurts with "live and active cultures." You can find this on the label.
- **What about the protein?** Not all yogurts are high in protein, and some non-dairy yogurts have no protein at all. Strained yogurts, such as Greek and Icelandic yogurt, have more protein than regular yogurt. Furthermore, only dairy yogurts will be a "complete" protein - that is, they contain all the essential amino acids.
- **Dairy vs. non-dairy.** Non-dairy yogurts can be an alternative for people with a milk allergy or intolerance. However, it is important to remember these often lack many of the minerals found naturally in cow's milk yogurts, such as calcium and potassium. Non-dairy yogurts often also have a long ingredient list. A good alternative for those with lactose intolerance is a strained yogurt, as these contain less lactose than regular yogurt.

if you stick with the tips above, you will enjoy a host of health benefits

probiotics

gut-friendly bacteria that help maintain a healthy digestive system²

complete proteins

all the essential amino acids the body needs to function²

macronutrients & minerals

such as calcium, protein, and potassium

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: schmear toast with your favorite yogurt 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 (or 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...

	Calories	Protein (g)	Total Sugar (g)	More Fruit or Sugar (by weight)	Type of Sweeteners	# of Ingredients (excluding cultures)
siggi's Strawberry (5.3 oz)	110	15	11	Fruit	Strawberries, Cane Sugar	5
Leading Greek Strawberry (5.3 oz)	120	12	15	Fruit	Strawberries, Evaporated Cane Juice	7
Leading Regular Strawberry (6 oz)	150	6	18	Sugar	Sugar, Strawberries	10
Leading Non-Dairy, Soy Strawberry (5.3oz)	130	6	14	Sugar	Cane Sugar, Strawberries, Strawberry Juice Concentrate	16

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

Icelandic skyr

when making skyr, the whey (water naturally found in milk) is strained away to make for a thicker, creamier and more concentrated yogurt

Greek yogurt

another variety of strained yogurt

regular yogurt

this yogurt is not strained, and has less protein than strained varieties

¹ Yang, Qing. "Gain Weight by 'going Diet?' Artificial Sweeteners and the Neurobiology of Sugar Cravings: Neuroscience 2010." *The Yale Journal of Biology and Medicine* 83.2 (2010): 101-108

² Duyff, Roberta Larson. *Academy of Nutrition and Dietetics Complete Food and Nutrition Guide*. 4th ed. S.I. : Houghton Mifflin Harcourt, 2012. Print.