



## **siggi's kicks off 2021 with a bold plan to reset the way we think about food**

Nutritious food and simple ingredients are part of our DNA at siggi's. When we began in 2004, our founder Siggi Hilmarsson felt homesick for a staple of his childhood diet, skyr, a thick, creamy, high-protein yogurt from his native Iceland. The yogurts he found on shelves in the U.S. were much too sweet and artificial tasting for his liking. His mother sent him a recipe, and with that, he began making skyr in his small New York City kitchen. Today, siggi's makes truly delicious yogurt products with simple ingredients and not a lot of sugar sold nationwide.

But making nutritious yogurts is just part of what we do. We're on a mission to help people understand what REAL food tastes and looks like. To kick off the year, we launched a "Palate Training Kit" to help Americans learn how to be mindful with eating and take a step back from eating overly sweetened foods. The kits were a hit and sold out in just two days.

Next, we launched a new line of even lower sugar yogurts and expanded our low sugar plant based offerings as well. You can learn all about the new products [here](#).

For Nutrition Month, we launched year two of our [siggi's starts community grant program](#). The siggi's starters grant program empowers nutrition professionals seeking to develop innovative programs to improve health in their local communities. Three grant recipients will be selected to receive funding and mentorship for the development and execution of their community nutrition concepts. Given the momentum with our first grant recipients, we're excited to see what's in store for a new cohort that will be making a nutritional impact locally.

And now, we're bringing some fun and attention to healthy eating with the launch of our new Fokk Sugar sweatshirts. At siggi's we believe everything in moderation is best - and that includes sugar! While we are always working to offer lower sugar yogurts and plant based products, there's no doubt about it - our products do contain some sugar, but we're proud to offer options that oftentimes contain much less sugar than other yogurts on store shelves. Our hope with the launch of our new sweatshirt is to bring light to the fact that moderation is what seems to be missing with sugar intake. Americans are consuming 150 MORE pounds of sugar per year compared to two hundred years ago. In fact, a recent [study](#) revealed that 44% of participants noted an increase in unhealthy snacking since the lockdowns went into effect last year. People also reported a rise in the consumption of sweets and sugary drinks.

So, will you join us on our mission to start thinking differently about food? We hope you'll come along for the ride and see what else we have in store for the new year. Follow us on instagram at [@siggisdairy](https://www.instagram.com/siggisdairy) and let us know what you think.