



Evolution Fresh and Dannon

Evolution Fresh Products, Inspired by Dannon

Beginning March 31, 2015, Evolution Fresh™ and Dannon© will bring delicious nourishment on-the-go to consumers nationwide through the launch of the Evolution Fresh™ Greek Yogurt Products, Inspired by Dannon. The Evolution Fresh™ Smoothies are available now at regional Starbucks stores and select locations within grocery retailers, Greek yogurt parfaits will be available in May at Starbucks® stores nationwide, and fruit on the bottom Greek yogurts will be available on grocery shelves nationwide beginning this summer. Each product is made with simple ingredients that highlight the delicious taste of fruits and vegetables and proprietary, Greek nonfat yogurt. These products are made without artificial flavors, artificial sweeteners and preservatives, and are a result of Evolution Fresh and Dannon’s pursuit of great taste and nutrition.

Handcrafted Evolution Fresh™ Smoothies

After a successful pilot test in 2014, Evolution Fresh™ Smoothies will launch in more than 4,300 Starbucks stores in the Pacific Northwest, Northern California and select Starbucks locations within grocery retailers nationwide, beginning March 31, 2015. The smoothies are made with cold pressed 100 percent real fruit and vegetable juice and a proprietary Greek nonfat yogurt created in partnership with Dannon. The cold-pressed fruit and vegetable juice blends are made using high pressure processing (HPP) from ingredients including kale, spinach, carrot, strawberries and mango. The smoothies offer nourishing energy on-the-go, and are now available to order in three varieties – *Sweet Greens*, *Strawberry* and *Mango Carrot* – which can be customized by adding fresh kale, protein powder or extra Greek yogurt for an extra boost of nutrients or protein.



Greek Yogurt Parfaits at Starbucks Cafes



In an effort to provide nutritious options on-the-go, Evolution Fresh™ Greek Yogurt Parfaits, Inspired by Dannon will debut in 6,000 Starbucks stores nationwide in May. These new Greek yogurt parfaits will be crafted by hand from proprietary, creamy, Greek nonfat yogurt, artisan granola and real fruit. Bursting with vibrant ingredients, these Greek yogurt parfaits will be available year-round in *Strawberry* and *Dark Sweet Cherry* varieties, and seasonally in *Fresh Berries* and *Honey* options.

Fruit on the Bottom Greek Yogurts

This summer customers can look forward to bringing home new fruit on the bottom Greek nonfat yogurts available at grocery stores nationwide. The four flavors include: *Blueberry*, *Black Cherry*, *Raspberry Blackberry* and *Pineapple Passion Fruit*. With breakthrough clear packaging, consumers can easily see the high-quality craftsmanship and simple ingredients that go into each spoonful.





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Evolution Fresh™ Smoothies

Offering nourishing energy on-the-go, Evolution Fresh™ Smoothies are handcrafted from pure ingredients with nothing added. Made from only cold-pressed fruit and vegetable juices, proprietary Greek nonfat yogurt, a dash of nutmeg and ice, these smoothies are free from added sweeteners, preservatives, colors and flavors. Evolution Fresh™ Smoothies will be blended behind the bar with options to customize by adding fresh kale, protein powder or extra Greek yogurt for an additional boost of nutrients or protein.

Flavors:

Ranging from 170-230 calories, Evolution Fresh™ Smoothies are available in three flavors:

- *Sweet Greens*: a delicious vegetable-forward smoothie made from an assortment of green vegetables balanced with mango and banana, plus Greek nonfat yogurt
- *Strawberry*: a unique take on the classic strawberry smoothie enhanced with apple and banana, plus Greek nonfat yogurt
- *Mango Carrot*: a sweet, approachable mango smoothie with a twist of carrot, plus Greek nonfat yogurt



Availability:

Evolution Fresh™ Smoothies are available now at more than 4,300 Starbucks locations including Washington, Oregon, Alaska, Northern California and select Idaho Starbucks stores, as well as select Starbucks stores located inside grocery locations like Target, Albertsons / Safeway and Kroger. These Starbucks “Licensed Stores” will lead the national launch of the Evolution Fresh™ Smoothies, addressing a customer need for wholesome options and snacks in the afternoon, when grocery store traffic is highest.

The suggested retail price for a 16 fl. oz. smoothie is \$5.95.



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Greek Yogurt Parfaits at Starbucks Cafes

Continuing its commitment to providing good-for-you options on-the-go, Evolution Fresh™ Greek Yogurt Parfaits, Inspired by Dannon debut in Starbucks stores nationwide in May. With a focus on simple ingredients, the new Greek yogurt parfaits will be crafted by hand from proprietary, creamy Greek nonfat yogurt, artisan granola and real fruit.

Flavors:

Bursting with vibrant ingredients, the Greek yogurt parfaits range between 250-280 calories, and are available in the following flavors:

- Year-round in *Strawberry* and *Dark Sweet Cherry* flavors
- Seasonally in *Fresh Berries* and *Honey* options



Availability:

The parfaits will be available in 6,000 Starbucks stores nationwide in May.

The suggested retail price for one parfait ranges from \$3.75 to \$4.25.



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Fruit on the Bottom Greek Yogurts

Lovingly made with simple ingredients, the new Evolution Fresh™ Fruit on the Bottom Greek Yogurts, Inspired by Dannon combine proprietary, creamy, Greek nonfat yogurt with real fruit. With breakthrough clear packaging, consumers can easily see the high-quality craftsmanship and simple ingredients that go into each spoonful.

Flavors:

Evolution Fresh™ Fruit on the Bottom Greek Yogurts, Inspired by Dannon are free from added natural or artificial flavors, artificial sweeteners and preservatives. Each spoonful contains ingredients that people can feel good about and delivers delicious, real fruit flavor. Dannon and Evolution Fresh worked together for two years to develop this proprietary Greek nonfat yogurt that is not only creamy, but is the perfect canvas for the high-quality fruit and vegetables used in these unique products.

The four flavors include:

- *Blueberry*
- *Black Cherry*
- *Pineapple Passion Fruit*
- *Raspberry Blackberry*

Evolution Fresh Fruit on the bottom Greek yogurts, Inspired by Dannon have 120 calories per serving.



Availability:

The fruit on the bottom Greek yogurts will begin to roll out in select locations in May, including Albertsons/Safeway and Kroger, and are expected to be on shelves nationwide in July.

The suggested retail price is \$1.69.