

Danone Murray Goulburn launches high protein yoghurt

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Made in Kiewa Valley, Victoria with milk from Australian farmers, the yoghurt uses a traditional straining process to make naturally thick and creamy yoghurt with over three times the protein of regular yoghurts. More than three cups of fresh milk are strained to make just one cup of the yoghurt, making the most of the goodness of natural milk proteins.

Francois Rillet, General Manager of Danone Murray Goulburn Australia said, "YoPRO is targeting millennials with an active lifestyle, who do not really engage with the yoghurt category today, often too sweet and not filling enough."

"YoPRO has a great potential in Australia, with really unique macronutrients – 15g protein, no added sugar, no artificial sweeteners and less than 0.5 per cent fat", he added.