

Chobani launches first-ever shelf-stable low-fat dairy milk

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Chobani will make an average of 145,000 pounds of nutrient-rich dairy available monthly

The advertisement features a central image of a Chobani Super Milk carton. The carton is white with blue and red accents, showing a glass of milk and two cows. Text on the carton includes 'Chobani Super Milk', 'Lowfat 1%', and 'HIGH PROTEIN LOWFAT MILK + FIBER'. Surrounding the carton are several key messages in white and yellow text on a blue background:

- Chobani. ♥️ 🇨🇴 COLOMBE.**
- Food as a force for good**
- SHELF-STABLE. SO IT'S ACCESSIBLE. IN A 32 FL OZ PACK WITH A 9-MONTH SHELF LIFE**
- PRODUCING 1.74 MILLION POUNDS OF CHOBANI® SUPER MILK TO PROVIDE A RELIABLE SUPPLY**
- 100% OF THE PRODUCT DONATED TO DISASTER RELIEF AND FOOD BANKS**
- CHOBANI IS PARTNERING WITH THE AMERICAN RED CROSS™ TO HELP PEOPLE IN NEED**
- 50% MORE PROTEIN, 25% LESS SUGAR & 25% MORE CALCIUM THAN TRADITIONAL MILK***
- TO LEARN MORE ABOUT CHOBANI® SUPER MILK. VISIT [CHOBANI.COM/SUPERMILK](https://chobani.com/supermilk)**

At the bottom, there is a small disclaimer: *This product has 12g protein, 8g sugar, 7g fiber, 400mg calcium per 8 fl oz; regular lowfat milk has 8g protein, 12g sugar, 0g fiber, 300mg calcium per 8 fl oz, according to the USDA. The American Red Cross name and logo are used with the permission of the American National Red Cross. ©2024 Chobani, LLC

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Chobani, LLC, a next-generation food and beverage company originally known for its high-quality Greek Yogurt, launched its first-ever shelf-stable low-fat dairy milk, Chobani Super Milk. This latest product innovation is nutrient-rich and is made specifically to be donated to support people impacted by disasters as well as help some of the most vulnerable in Chobani's hometowns.

Developed to help the American Red Cross and Chobani's local food bank and pantry partners, Chobani Super Milk addresses a critical need by providing access to nutrient-dense, high-protein, low-fat dairy to those who need it most. On average, the American Red Cross responds to approximately 65,000 disasters annually across the United States¹. At the same time, there are already 44 million Americans facing food insecurity. Chobani will produce an average of 145,000 pounds of Chobani Super Milk monthly to be deployed by the American Red Cross nationally in areas facing natural disasters and to local partners in central New York and southern Idaho communities.