

## Lactalis USA introduces high-protein, high-fiber :ratio pro-fiber yoghurt line

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:ratio Pro-Fibre is levelling up the yoghurt aisle with a first-of-its-kind functional dairy snack from Lactalis USA, formulated to deliver a GLP-1-Friendly option that provides some of the most in-demand nutrition benefits consumers seek. With 20 grams of protein, 10 grams of fibre and zero grams added sugar, :ratio Pro-Fibre delivers the balance modern wellness calls for in every creamy cup – without compromising on taste.

As interest in nutrient-rich foods continues to grow, protein and fibre remain top priorities for many consumers. Yet, 93 per cent of Americans don't get enough fiber<sup>1</sup>, creating a critical gap in even the most "high-protein" diets. :ratio Pro-Fibre bridges that gap, combining high-quality protein and fibre in one smooth, creamy cup.

"Consumers today are looking for foods that do more and deliver benefits they really need," said Kerry DeLaney, chief executive officer of Midwest Yoghurt, a division of Lactalis USA. "Whether you're looking to amp up your protein intake or are part of the growing GLP-1 community looking for convenient, nutrient-rich snacks, :ratio Pro-Fibre offers a convenient way to stay on track."

From classic Vanilla and vibrant Blueberry to dessert-inspired Lemon Meringue and tropical Piña Colada, each flavour delivers a rich and creamy taste with a real functional payoff. Providing as much fibre as two and a half cups of cooked oatmeal and three times the protein of an egg, :ratio Pro-Fibre is an excellent source of protein, fibre and key nutrients like calcium and vitamin B12.

"Protein and fibre are two of the most top-of-mind nutritional macros for consumers," said Shea Allred, head of North America sales at Midwest Yoghurt, "with :ratio Pro-Fibre able to deliver on both, we're seeing lots of excitement from retailers."

:ratio dairy snacks are produced and distributed in the United States by Midwest Yoghurt, Inc., an affiliate of Lactalis, USA, which is part of the world's largest dairy company.