

General Mills introduces French-style yogurt in U.S.

28 June 2017 | News

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Oui by Yoplait is made by pouring ingredients into individual glass pots that set after eight hours, producing a thick and creamy yogurt, the company said. The rigidity of the glass helps maintain the yogurt’s integrity, allowing it to stabilize without the use of added corn starch or gelatin. It is designed to be cut with a spoon, not stirred, to preserve its thick texture, according to the news reported by a food website.

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General Mills’ introduction of Oui by Yoplait arrives amidst a sales slump for the yogurt category in the United States. Overall yogurt sales fell by 2.8% in the last year, according to data from Nielsen. General Mills reported a 20% drop in its U.S. yogurt sales last quarter.

The Oui by Yoplait launch fits into General Mills’ strategy to boost its yogurt segment with more premium offerings, a plan Jeff Harmening, president and chief operating officer of General Mills, discussed during a March 21 earnings call with financial analysts.