

nounós



what's the story?



John baptized Steven when he was just 10 years old in a tiny dairy village located in the Southern Peloponnese, becoming his “**Nouno**” according to Greek tradition.

Nearly 30 years later, they embarked on a journey together, to introduce the same yogurt they grew up on.

In 2014, Nounós was born.



Nounós is Greek for godfather



we have more probiotics!



competitive probiotic
yogurts

+2 BILLION

Probiotics per cup

Independent study, compared to
yogurt that also claim to be using
BB-12. Averaged across multiple
brands.



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50

BILLION

Probiotics per cup

+2,400%
more probiotic



cold pressed!

unique straining
process

more protein
less sugar

+275% More protein
-45% less sugar
than French Style
yogurt

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More about Cold Pressed Yogurt

Healthy & Authentic Process

- **More Nutrient Retention**
- **Higher Probiotic Viability**
- **Better Texture and Flavor**
- **Energy Efficiency**

More Probiotics & Protein, Less Sugar

- **+50 billion probiotics per serving**
- **18g protein per serving**
- **5g sugar per serving**

A2/A2 & Non-GMO

- **Certified non-GMO Milk**
- **Greek yogurt made exclusively with A2 Milk**
- **Improved dairy protein digestibility**



coconut + mango



vanilla bean



mixed berry



peach + passionfruit



classic plain

5.3oz.

SRP \$2.99

8-pack
+55-day shelf life

16oz.



whole milk
classic plain



whole milk
vanilla bean



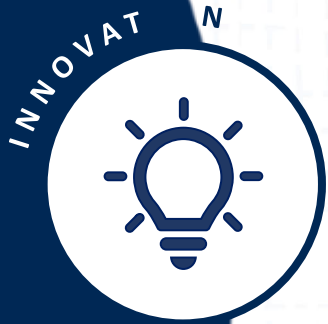
non-fat
classic plain



10%-fat Labne
classic plain

SRP \$6.99

6-pack
+55-day shelf life



New Labels, More Communication

NOW

A2/A2 Whole Milk – First Greek Yogurt in the market

50 billion Probiotics per serving- Highest in the industry

NON-GMO Project Verified- Only glass yogurt in the market



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Trending Attributes

Spins Data
Total Natural



ATTRIBUTE	SALES	SALES %
✓ DAIRY – COW A2	\$8.7 M	 + 68%
✓ 0.5 TO < 5G SUGAR	\$22.0 M	 +44%
✓ LABELED NON-GMO INGREDIENT CLAIM	\$1.5 M	 +34%
✓ 10 TO 20G PROTEIN	\$259.4 M	 +15%
✓ CUP - GLASS	\$15.8 M	 +12%
✓ YOGURT - GREEK	\$206.5 M	 +12%



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Strong brand equity built with distribution in 46 states.



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Food Service



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Triple Cream Greek Yogurt



A favorite among top chefs, our cheesecloth strained yogurt is now available for back of the house use.

Only two ingredients, farm fresh whole milk and heirloom Greek yogurt cultures.

This high fat (10%MF) extra thick yogurt is perfect for parfaits, dips and even used in baking.

Ingredients

Pasteurized whole milk, live and active cultures (*L. Bulgaricus*, *S. Thermophilus*, *L. acidophilus*, *Bifidobacterium*).



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Organic Plant Based Coconut Yogurt



yogurt is now available for back of the house use.

Only three ingredients, organic coconut cream, maize starch and live active vegan yogurt cultures.

This high fat extra thick 100% plant base yogurt is the perfect solution for any vegan take on parfaits, dips or in baking.

Ingredients

Organic Coconut Cream, Maize Starch, Live Active Cultures. (*Streptococcus, thermophilus, Lactobacillus delbrueckii subsp. bulgaricus*).



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