

The Story of Yogurt

For thousands of years, yogurt has been an important part of our culture, as well as our diets. However, it wasn't until recently that our society began to appreciate just how beneficial eating yogurt is to our health and our lives.

Yogurt is a nutrient-dense food that is produced by fermentation of pasteurized milk with live and active cultures, *Lactobacillus bulgaricus* and *Streptococcus thermophilus*, giving yogurt its creamy texture with a characteristic tangy taste that is so desired by many.

The Importance of La Yogurt

The healthful benefits of La Yogurt are almost too numerous to list. Here's a sampling:

- **Excellent Source of Calcium**
Calcium is critical for bone growth, development and maintenance at every age and stage of life. Recent studies also show that increased calcium intake can help induce weight loss. A diet that includes La Yogurt makes it easy to get adequate amounts of calcium.
- **Great Source of Protein**
Did you know that an average six-ounce serving of La Yogurt contains approximately 20 percent of the Daily Value for protein, a necessary component for your body's muscle maintenance and growth? La Yogurt has so much protein that it is now considered a meat alternative by the USDA in its National School Lunch program.
- **Fights Yeast Infections**
Vaginal yeast infections affect nearly 12 million women each year. Research suggests that regularly eating La Yogurt containing *L. acidophilus* may decrease yeast growth and infection in certain individuals.
- **May Help Reduce Osteoporosis Risk**
As an excellent source of calcium, yogurt eaten regularly may reduce the risk of osteoporosis, the thinning and loss of bone mass that affects 25 million Americans as they age. In other words, La Yogurt helps you "live stronger" ... down to the bones!
- **Colon Protection**
Preliminary studies show increasing one's dietary intake of lowfat, calcium-rich dairy products such as La Yogurt may reduce the risk of colon cancer.
- **Lactose Intolerant? La Yogurt is Safe For You!**
Studies have shown that the live and active cultures present in yogurt permit it to be eaten by many of the more than one-quarter of American adults who ordinarily experience lactose intolerance with other dairy products.

What are Probiotics?

Meaning "for life", Probiotics are live cultures that, when consumed in sufficient quantities, provide health benefits beyond basic nutrition. When added to yogurt, they work alongside the already-present bacterial cultures to initiate additional positive effects in your body, which vary depending on the cultures provided.

Why are La Yogurt Probiotics Better For You?

Some probiotics aid in the digestive process. Others help to strengthen your immune system. La Yogurt with Probiotics does **BOTH!**

Probiotic Yogurt Comparison					
	La Yogurt Light	La Yogurt Enriched	A Leading Light Brand	A Leading Drinkable Brand	
Improves Digestion	YES	YES	YES	NO	NO
Boosts Immunity	YES	YES	NO	YES	YES
Calcium %	20%	30%	15%	10%	10%
Potassium (mg)	250 mg	250 mg	230 mg	130 mg	130 mg
Vitamin A %	0%	20%	0%	0%	0%
Vitamin C %	2%	100%	0%	0%	0%
Vitamin D %	0%	20%	0%	0%	0%
Vitamin E %	0%	20%	0%	0%	0%

Plus La Yogurt provides all of these benefits in one great product so you can:

- Save yourself the trouble of seeking out several different products.
 - Save refrigerator space.
 - Save money by only buying La Yogurt.
 - Help the environment by discarding less packaging.
- La Yogurt Probiotics: The ONLY Yogurt You'll Ever Need!**



A Reputation for Excellence

- Johanna Food's La Yogurt brand includes yogurts of every flavor and style imaginable, available in a variety of packaging options.
- La Yogurt's manufacturing plant includes a Research & Development department, complete with a state-of-the-art laboratory and pilot plant, allowing for constant experimentation with new yogurt styles and flavors.
- La Yogurt carries the National Yogurt Association's Live & Active Cultures seal, certifying that our product contains a significant amount of beneficial cultures.

Probiotics - A World of Variety, Making a World of Difference For You!

La Yogurt Light Probiotic
Fat - Free, Reduced Sugar
Low in Calories

La Yogurt Enriched with Calcium & Vitamins A, C, D & E
Excellent source of Calcium
Provides 100% Vitamin C

Also available in:
32 oz. Quarts - Perfect for large families or use in recipes!
Variety Packs - Buy them by the bunch!

Log onto www.layogurt.com for even more information, news and delicious recipes!

Log onto: www.aboutyogurt.com



MANUFACTURER'S COUPON EXPIRES DECEMBER 31, 2010

SAVE 50¢ OFF ANY FIVE (5) LA YOGURT® SINGLE CUPS (6 oz.)



0053600-031304

MANUFACTURER'S COUPON EXPIRES DECEMBER 31, 2010

SAVE 50¢ OFF ANY ONE (1) LA YOGURT® QUART (32 oz.)



0053600-031305

MANUFACTURER'S COUPON EXPIRES DECEMBER 31, 2010

SAVE 50¢ OFF ANY ONE (1) LA YOGURT® 6-PACK



0053600-031306

CONSUMER: Limit one coupon per purchase. Any other use constitutes fraud. Void if reproduced or transferred or where prohibited by law. Customer pays sales tax. Good only in U.S.A.

RETAILER: Johanna Foods will reimburse you face value plus 8¢ handling on specified sizes of La Yogurt in accordance with our coupon policy posted on www.johannafoods.com. Invoices providing sufficient stock to cover coupons presented must be shown on request. Cash value 1/20 of a cent. Mail to La Yogurt, P.O. Box 880526, El Paso, TX 88588-0526

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WHY LaYogurt® & PROBIOTICS?