

## FOODS IN FOCUS

### The Stats

According to the National Association for the Specialty Food Trade's (NASFT) 2011 "State of the Specialty Food Industry" report, published in the April issue of *Specialty Food Magazine*, yogurt and kefir is one of the trade's fastest growing categories. It jumped 61.5 percent in sales between 2008 and 2010, reaching

\$1.1 billion. The yogurt category also experienced the industry's highest unit-sales growth during the same time period—an increase of 70.7 percent.

The category has experienced strong, uninterrupted growth over the past five years due to a growing interest in healthier eating, according to a report titled "Yogurt and Yogurt Drinks" by market

## PRODUCT FINDER

Here are more specialty yogurts, plus yogurt-based drinks, available on the market.

**BELLWETHER FARMS** sheep's milk yogurt contains active cultures and is a source of B vitamins, calcium and riboflavin. Available in Blackberry, Strawberry, Blueberry, Vanilla and Plain. [bellwetherfarms.com](http://bellwetherfarms.com)

**COACH FARM** Yo-Goat drinkable goat's milk yogurt is made with active cultures and available in Plain, Strawberry, Raspberry, Blueberry and Mango-Peach. Its probiotic yogurts are available in Strawberry, Vanilla, Honey and Traditional Plain. [coachfarm.com](http://coachfarm.com)

**EMMI ROTH KASE USA** offers Swiss-style yogurts made with rBST-free milk and no preservatives or artificial colors or flavors. Available in Strawberry, Plain, Raspberry, Black Cherry, Apricot, Pink Grapefruit, Blueberry, Coffee, Vanilla Bean and Berry Pomegranate. [emmirothusa.com](http://emmirothusa.com)

**GREEK GOD** produces traditional yogurt in Plain, Nonfat, Fig, Honey, Pomegranate, Vanilla and Honey Strawberry, and *lebni*, also known as kefir, a thick and creamy yogurt made with Grade A milk, cultures and probiotics. [greekgodsyogurt.com](http://greekgodsyogurt.com)



**KAROUN DAIRIES** has a line of plain, lowfat and nonfat yogurts and yogurt drinks including traditional lassi. [karouncheese.com](http://karouncheese.com)

**LIBERTÉ**, a Montreal-based producer, offers its Méditerranée line of fruit-at-the-bottom yogurts made in the Mediterranean style with milk and cream. The line is available in 10 flavors including Coconut, Lemon and Plum & Fig. Liberté also offers Méditerranée 0% Greek Yogurt, in flavors such as Date and Fig, Honey, Strawberry and Peach and Passion Fruit. All yogurts are made with rBGH-free milk sourced from Vermont's Champlain Valley. [libertyyogurt.com](http://libertyyogurt.com)

**LIFEWAY** offers kefir in original, lowfat, nonfat, Greek-style and organic varieties. [kefir.com](http://kefir.com)

**REDWOOD HILL FARM** makes goat's milk yogurt in Vanilla, Apricot-Mango, Cranberry-Orange, Strawberry, Blueberry, Wildflower Honey and Plain varieties, plus kefir. [redwoodhill.com](http://redwoodhill.com)

**SIERRA NEVADA CHEESE COMPANY** recently introduced Capretta Goat Yogurts, a line of Greek-style yogurts made with goat's milk. The Capretta line is currently available in 24-ounce plain flavor, with additional flavors coming soon. [sierranevadacheese.com](http://sierranevadacheese.com)

**SIGGI'S** Icelandic-style Skyr strained nonfat yogurt comes in Blueberry, Orange & Ginger, Plain and Pomegranate & Passion Fruit. [siggi.com](http://siggi.com)

**STRAUSS FAMILY CREAMERY** produces European-style yogurts in whole-milk, lowfat and nonfat varieties. Flavors include Plain, Maple, Vanilla and new Cinnamon. [straussfamilycreamery.com](http://straussfamilycreamery.com)

**TILLAMOOK CREAMERY** yogurt line is available in Pomegranate Blackberry, Banana Vanilla, Blueberry Acai and Naturally Plain. [tillamook.com](http://tillamook.com)

**VOSKOS GREEK YOGURT** line of organic, plain and flavored yogurts contains live and active probiotic cultures and is free of gluten, rBST and GMOs. [voskos.com](http://voskos.com)

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