

LOW FODMAP



Green Valley™



• LACTOSE FREE •



36%

Of all Americans
are lactose intolerant
or have a sensitivity.³

90% ●●●●●●●●●●
of Asian Americans

80% ●●●●●●●●●●
of African Americans

53% ●●●●●●●●●●
of Hispanic Americans

15% ●●●●●●●●●●
of Caucasian Americans

LACTOSE-FREE IS GROWING

- In the Natural channel, Green Valley is the #1 lactose-free brand of yogurt, kefir, butter, sour cream and cream cheese, and is the #2 lactose-free brand of cottage cheese¹
- Lactose free dairy sales are increasing (+17.3% P52W) – lactose free dairy milk represents 13.6% (\$2B) of total milk sales²
- 13.6% of cheese category = \$2.7B lactose free cheese sales opportunity²
- Each of our cheeses delivers a real cheese experience, on its own or in recipes
- Green Valley is the first and only FODMAP Friendly certified real dairy brand on the US market
- Bringing lactose intolerant consumers back to the dairy aisle means incremental sales for you!
- No lactose = No symptoms

[3] Storhaug CL, Fosse SK, Fadnes LT. County, regional and global estimates for lactose malabsorption in adults: a systematic review and meta-analysis. The Lancet. Gastroenterology & Hepatology. ;2(10):738-746, National Institutes of Health website.

[1] SPINS Natural Enhanced Channel, 52 weeks ending 8/13/23, [2] Nielsen, xAOC, 52 wks ending 9/2/23.

CHEESE LINE

FIRST full line of REAL DAIRY lactose-free CHEESES!

Don't miss this
**huge incremental
opportunity** to bring lactose
sensitive consumers to your
cheese aisle!

Since 2010, we've made it
our mission to create real
dairy products made with
simple ingredients that
everyone can eat -- with all
the taste and texture of real
dairy and no discomfort.



**GOOD
SOURCE OF
PROTEIN**



**GOOD
SOURCE OF
CALCIUM**



**100%
REAL
CHEESE**

**MILK
FROM
COWS NOT
TREATED
WITH rBST***

LACTOSE FREE, ALWAYS

*No difference has been found between milk from cows treated with rBST and those not treated.



SHREDDED
MILD CHEDDAR
12/6oz



SHREDDED
MOZZARELLA
12/6oz



SHREDDED
3 CHEESE MEXICAN
12/6oz



SLICED
AMERICAN
12/6oz



SLICED
MILD CHEDDAR
12/6oz



SLICED
PEPPER JACK
12/6oz



BAR
MILD CHEDDAR
12/8oz



BAR
MOZZARELLA
12/8oz



**JOIN THE
COMMUNITY!**

greenvalleylactosefree.com



CONTACT: Kathy Housman
National Sales Director
khousman@dareybrands.com
707.888.6642

www.greenvalleylactosefree.com