

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

- Increasing diversity of younger generations is leading to more consumers with lactose intolerance¹
- 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 cheese²
- 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!

[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] "Got Milk? Not This Generation", <https://www.nytimes.com/2023/04/04/dining/milk-dairy-industry-gen-z.html?smid=url-share> [2] SPINS Natural Enhanced Channel, 52 weeks ending 8/13/23

LOW FODMAP



CONVENTIONAL LINE

Lactose-Free Kefir 32oz:



**LOWFAT
PLAIN KEFIR**
6/32oz



**WHOLE MILK
PLAIN KEFIR**
6/32oz



Lactose-Free Cream Products:



CREAM CHEESE
6/8oz



BUTTER
12/8oz



SOUR CREAM
6/12oz



LACTOSE-FREE, ALWAYS.

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.

