



## THE MARKET

When Yoplait was launched into the Australian market in 1982, annual yogurt consumption was quite low at 0.9 kilograms per head. The total market size was only 14,000 tonnes. By 2003, the market for yogurt had grown to 114,000 tonnes, valued at \$521 million, and consumption per head is more than six kilograms. Household penetration is 80 per cent, and is even higher in households with children.

The strong annual growth that yogurt has experienced in the years between 1982 and 2003 owes much to Yoplait. It took only six weeks after its launch for Yoplait to become market leader, and the brand has been instrumental in driving market growth by encouraging market segmentation. In the early 1980s, the yogurt products on the market were designed to have reasonably broad family appeal. In 1985, Yoplait was the first to offer a light yogurt, and in the ensuing years the brand has continued to meet the lifestyle demands of consumers, especially in regard to convenience, health, great taste, flavour and variety.

Key segments of the yogurt market now include Regular, Light, No Fat/Diet, Natural and Probiotic yogurts with their extra health benefits, and children's yogurts.

Currently, the highest consumption of yogurt is by children. It is anticipated that these younger generations will continue to enjoy yogurt well into adulthood, further growing the market by increasing penetration and consumption.

Australian adults were not brought up with yogurt but a large proportion has incorporated it into their diet. The main reasons adults eat yogurt are because it is a healthy, nutritious, convenient snack and it tastes good.

Yogurt is largely eaten as a snack or part of a meal and is increasingly eaten as a dessert instead of ice cream. Natural yogurt is often used in cooking for dips, spreads and as a more healthy substitute for cream, coconut cream and sour cream.

## ACHIEVEMENTS

Yoplait offered the first true national brand of yogurt with substantial consumer appeal. Prior to the launch of Yoplait there was limited choice and a

general focus on full fat and natural yogurt products with a tart or tangy taste. Yoplait made available a range of fruity flavours with innovative packaging in user-friendly twin packs, and the yogurt market has never looked back.

The Yoplait brand has been a pioneering force in the market helping to define the segmentation through innovative products specially developed to meet different consumer needs.

In 1984, Yoplait was the first brand to launch a four pack, while introducing the concept of a variety of flavours in the one pack. A year later, Yoplait launched its Fresh'n'Light range (now called Yoplait Lite), successfully offering consumers a great-tasting, low-fat choice. By 1986, Yoplait multipacks were the top five national sellers and the launch of multipack themes, such as Berry Delights in 1987, continued to encourage growth in this segment. Yoplait made additional health benefits available with the launch of the Yoplus brand in 1990, which incorporated the now well-known probiotic cultures acidophilus and bifidus. In the same year Yoplait launched a Diet yogurt brand specially designed to meet the needs of weight-conscious consumers.

The introduction of Yoplait Petit Miam in 1991 was an opportunity to provide a healthy snack, especially for children. Petit Miam was the first children's fromage frais on the market and also the first product to really meet the specific needs of children. This brand has set the benchmark in kids nutrition and children's advertising in the yogurt category. *Petit Miam. It's French for Yum.*

Taking yogurt to even younger consumers, Yoplait launched Petit Miam Baby, a range of specially-formulated yogurt products for babies

from six months of age. Yoplait provide the only fresh yogurt formulated especially to meet the nutritional needs of babies and it comes in a convenient format for mothers.

To continue the innovation Yoplait launched the first yogurt in tubes for kids, Go-Gurt. A truly portable yogurt that kids love to eat on the go and mums also love because it is so great for the lunch box. Yoplait Go-Gurt is specially made for freezing so it is ideal as a summertime, go-anywhere snack. In 2003 Go-Gurt was successfully introduced in popular 100g tubs, so now kids have more ways to eat their favourite yogurt.

Further brand expansion came with the highly innovative new brand Yoplait LeRice, a healthy dairy snack made from a blend of rice and milk with premium fruit or sauces. Perfect for a quick and healthy snack LeRice is a popular addition to the Yoplait brand portfolio.

The latest innovative launch came in 2003 with Yoplait Optimal which is a delicious probiotic yogurt drink that has been specially developed for people with busy lifestyles. Yoplait Optimal has been specially formulated with a synergistic combination of active cultures, culture booster and natural antioxidants from green tea. Yoplait Optimal comes in a convenient 90ml bottle, is made from all natural ingredients, is 99 per cent fat-free and has a light and refreshing taste. *Yoplait Optimal. Do one good deed for your body.*

Yoplait has a range of delicious yogurt products that meet a wide variety of consumer needs, it is a well regarded and trusted brand that has always taken a market leadership approach by driving market growth through innovation in both product and brand communication.

*Yoplait. It's French for Yogurt.*

## HISTORY

The story of yogurt begins with Middle Eastern nomads and the Persians. The first yogurts were made from the milk of various animals, concentrated by heat and fermented naturally to produce a smooth, delicious product known then as 'sour milk'. The fermentation process in these predecessors of our yogurt destroyed unde-



sirable micro-organisms and left the beneficial lactic acid bacteria which gave the pleasant aroma and flavour which yogurt lovers appreciate to this day.

It was believed that the Biblical character Abraham derived his virility and longevity from yogurt. Some scientists regard modern yogurt, a blend of nutritious milk and beneficial cultures, as one effective tool for dealing with many health problems. Yogurt provides an excellent source of calcium and other essential nutrients. It is also suitable for people with lactose intolerance, since the bacteria which create yogurt use lactose as an energy source and lower its levels substantially.

Today's consumers enjoy all types of yogurt not only for health giving benefits but for its texture, taste, nutritional values, variety and versatility.

### THE PRODUCT

The Yoplait brand originated in France and is now sold in 68 countries. It is the second largest fresh dairy brand in the world. In Australia, Yoplait is manufactured and marketed under license to National Foods Limited, the largest supplier to the supermarket dairy case in Australia.

Yoplait has a wide range of yogurt products that provide consumers with very important nutrients such as calcium for strong bones, cultures for a healthy digestive system and a great selection of delicious fruit varieties in smooth and creamy yogurt that tastes great.

The Yoplait range of products covers the consumer life span with a product offering that is relevant for people in every age group. A quick overview of the range is:

Yoplait Petit Miam Baby is suitable for babies from 6 months.

Petit Miam is made with the goodness of milk,



real fruit puree and nothing artificial. It comes in tubes, little pots and larger 100g pots, perfect for growing children and their growing appetites.

Go-Gurt is smooth, creamy, colourful yogurt for kids on the go. This unique product comes in tubes and is specially made for freezing so Go-Gurt is ideal for the lunchbox. Made with real fruit and natural ingredients.

Yoplait Original is thick, creamy yogurt that is 97 per cent fat-free. A family favourite that comes in a range of fruity varieties and pack sizes from 2x200g tubs, Multipacks with 3 different flavours in 200g tubs and the 1 kilo packs for larger appetites.

Yoplait Lite is smooth, creamy yogurt that is 99 per cent fat-free. This is the biggest range of Yoplait products and includes more than 20 flavours.



Yoplait NoFat is creamy, fruity yogurt that is 99.9 per cent fat-free. This yogurt is made for those who are shape conscious and are looking for lower calorie products.

Yoplait Yoplus is natural yogurt that is mild, thick and creamy and it has the added goodness of probiotic cultures, acidophilus, bifidus and casei, and is high in calcium.

Yoplait Optimal is a delicious probiotic yogurt drink that contains active acidophilus, bifidus and casei cultures to keep the digestive system strong and healthy.



Yoplait LeRice is a healthy dairy snack with a unique and delicious taste and texture. A rice custard with premium fruit or sauces that can be eaten straight from the fridge or heated for a winter warm up.

### RECENT DEVELOPMENTS

Yoplait is constantly introducing new products to the market and just as frequently makes improvements to existing products to meet the changing needs of Australian consumers.

For the first time in many years Petit Miam has had a face lift. With all new pack design featuring happy, healthy, growing children. The new design reflects the brand position that encourages children to grow up big and strong.

Go-Gurt now has a big brother with the recent introduction of Go-Gurt in tubs. The 100g tubs will feed a larger appetite, especially in that all-important after school snack time.

Yoplait Lite has recently been relaunched with a thicker, creamier yogurt that tastes even better than before. A new development in the Yoplait range has been the successful introduction of dessert-style yogurt flavours. This first began in 2000 with the really great Creamy Vanilla yogurt, followed in 2001 with Creamy Latte, in 2002 with Caramel and in 2003 with French Cheesecake.

Yoplait Original has always been

popular with all members of the family so in an effort to please everyone, a unique new multi-pack called Custard Craze has been launched.

The recent launch of Yoplait Optimal has been the latest in the long line of product innovations that Yoplait has brought to Australian consumers. Yoplait Optimal is the latest entrant in the fast-growing probiotic yogurt drinks market and is set to drive the market to new heights.

Yoplait provides consumers with a wide range of products in market segments that cater to babies through to adults 60 and older.

### PROMOTION

The Yoplait brand has always had strong, consistent advertising that is fun to watch, supporting the brand and building brand values. The commercials have focused on a French setting with French people. *Yoplait. It's French for... mmmm.* The unique and

appealing advertising has been one of the reasons for the early overwhelming and continued success of the Yoplait brand. Brand awareness has always been very strong.

Yoplait brand promotional activities extend beyond TV advertising into activities that surround the consumer, such as outdoor event sampling, in-store tastings, billboards, radio and magazine advertising.

Yoplait utilises a mix of advertising media to ensure the brand message reaches consumers at various times in their day, at home, at the train station, in-store, in the car, at leisure.

### BRAND VALUES

Yoplait has consistently maintained its brand values of French, Fun and Family.



### THINGS YOU DIDN'T KNOW ABOUT YOPLAIT

- Every year, Yoplait produces enough tubs of yogurt to stretch from Melbourne to Paris when lined up side by side.
- Yoplait is available in 68 countries around the world.
- To make its range of products, Yoplait uses around 30 million litres of fresh milk every year.
- There are two trillion live bacteria in every 200 gram tub of Yoplait yogurt.