

siggi's®

simple ingredients,
not a lot of sugar™

Finally available in Canada



100% natural ingredients

no aspartame, no sucralose
no gelatin, no preservatives
no high fructose corn syrup

- ✓ high in protein
- ✓ real fruit, not flavor
- ✓ not a lot of sugar

ORDER CODE	PRODUCT DESCRIPTION	PACK SIZE	CASE PRICE	UNIT PRICE	Suggested Retail Price
32550	Siggi's Plain 0%	6x500g	\$25.08	\$4.18	\$4.99
32551	Siggi's Vanilla 0%	6x500g	\$25.08	\$4.18	\$4.99
32552	Siggi's Strawberry 2%	6x500g	\$25.08	\$4.18	\$4.99
32553	Siggi's Blueberry 2%	6x500g	\$25.08	\$4.18	\$4.99
32554	Siggi's Black Cherry 2%	6x500g	\$25.08	\$4.18	\$4.99

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not a lot of sugar™**

Icelandic yogurt

coming to Canada January 2019

THE SIGGI'S PHILOSOPHY

siggı's dairy began in the US in 2004 when Siggi felt homesick for a staple of his childhood diet, skyr, a thick, creamy, high-protein yogurt from his native Iceland. The yogurts he found on shelves in the US were much too sweet and artificial for his liking so Siggi started making his own.

His mother sent him a recipe and with that, he began making skyr in his small New York City kitchen. Within just a few months, Siggi refined his technique, quit his day job and moved his humble skyr-making operation from his home kitchen to a full-scale dairy plant in Upstate New York.

True to Icelandic tradition, siggi's products do not contain any artificial preservatives, thickeners, sweeteners, flavours, or colours. siggi's dairy is fully committed to making rather delicious yogurt products with simple ingredients and not a lot of sugar™.



WHAT IS SKYR?

Skyr (pronounced "SKEER") is the traditional yogurt of Iceland that has been made for over 1,000 years. Our yogurt is a thick, creamy, strained yogurt with a high protein count. To make one cup, we use 4 times the milk of regular yogurt.



the milk to make one cup of siggi's

SIMPLE INGREDIENTS



100% natural ingredients

No high fructose corn syrup

No artificial colours

No preservatives

No aspartame

No sucralose

No stevia

No gelatin



SIGGI'S IS COMING TO CANADA!



start ship: January 21, 2019

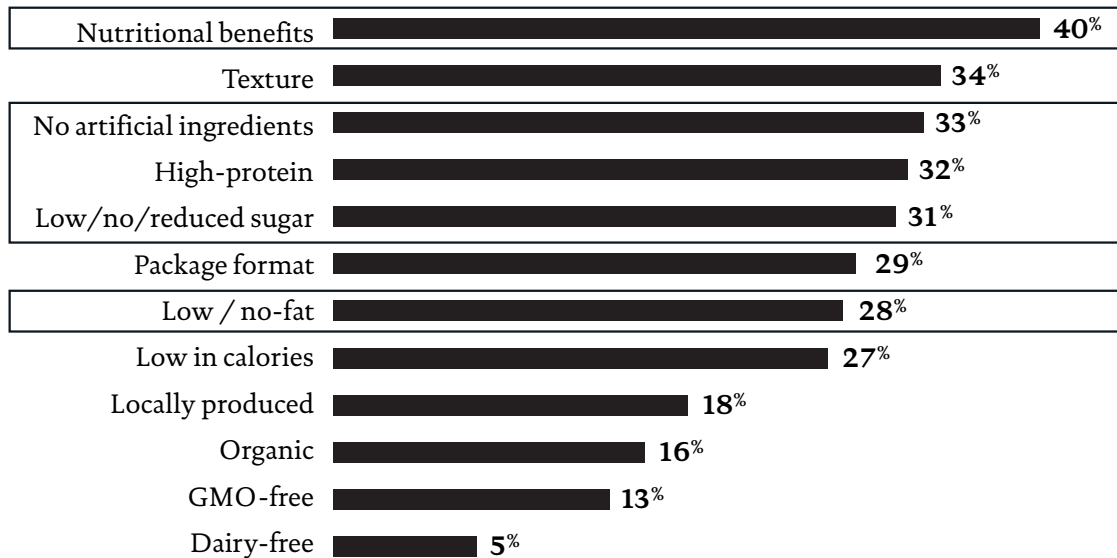
SIGGI'S IS A PROVEN AND GROWING BRAND IN THE US*

- Fastest growing US brand in the yogurt category for the last four years*
- Available in 72% ACV of total US Food*
- Brand awareness: 42%*
- Premium priced, driving high value growth for retailers*

*Nielsen July 2018, Millward Brown, March 2018, Nielsen Panel December 2017.

SIGGI'S DELIVERS WHAT CANADIANS ARE LOOKING FOR

Factors influencing purchase[†]

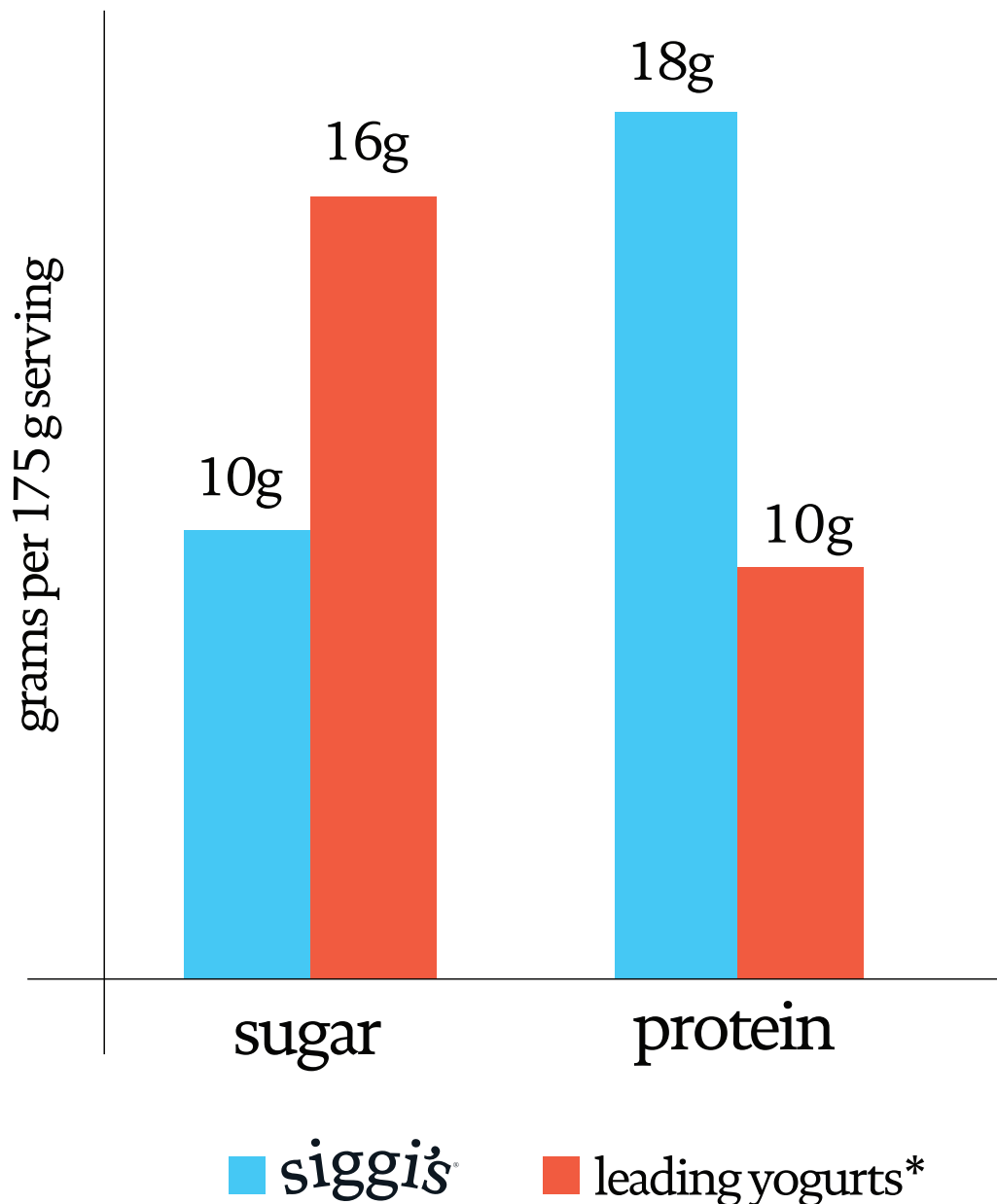


[†] Mintel Report, Yogurt and Yogurt Drinks Canada, September 2017.

*siggi's natural vanilla and fruit yogurts have at least 25% less sugar than leading vanilla and fruit yogurts in Canada.

SIGGI'S HAS LESS SUGAR AND MORE PROTEIN THAN LEADING YOGURTS IN CANADA*

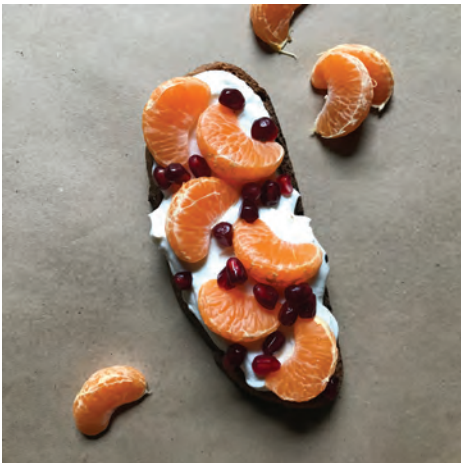
Nutritional comparison of siggi's vs. leading yogurts*



*Based on average of top three leading plain, vanilla, strawberry, blueberry and cherry skus in the category by dollar volume sales. Nielsen MarketTrack, NAT XNFLD GB +DR +MM +GM +WC, latest 52 weeks period ending May 26, 2018. Excludes products sweetened with artificial sweeteners.

HOW WE ENJOY SIGGI'S

Enjoy simply on its own or here's some inspiration.





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