Probiotic-rich foods for marvelous taste and great health

YUVA ORGANIC: Probiotic-rich foods

— The market for fermented foods is experiencing unprecedented growth

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United States Yogurt Market and Yogurt Innovation Report 2018 - Market to Reach $9.8 Billion by 2022

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"The **food and beverage application** segment dominated the overall market in 2013 with a majority share," reported TMR. "Analysts project it to retain its position, rising at a CAGR of 7.20% from 2014 to 2020."

Global yogurt market stood at $7.8 billion in 2016 and is projected to reach $10.7 billion by 2023, growing at a CAGR of 4.6% from 2017 to 2023

What's inside?

From the heart of America's rich dairyland, YUVA™ brings you three delicious, health-promoting food products

Yogurt Jar

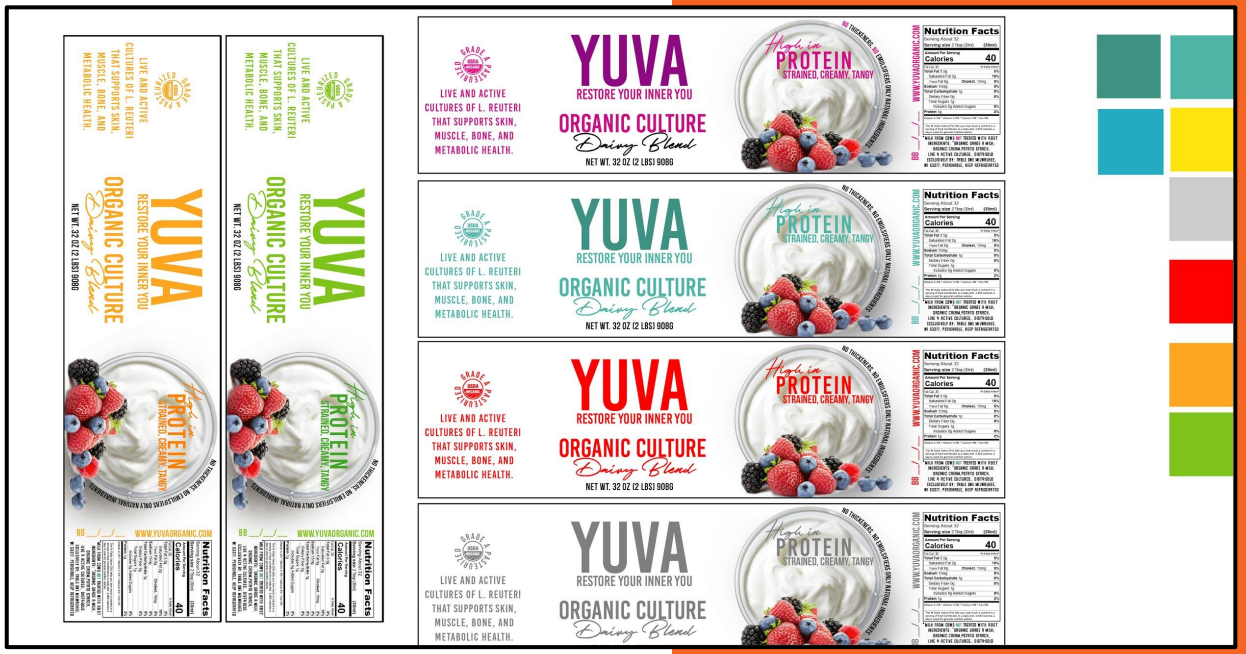
P-3™ Pixie

Prebiotic

\+

Probiotic

OTG™ Smoothie "on-the-go"



<u>Primary target consumers:</u>
mature adult women (40+)

<u>Line extension:</u> children, young adults, and men
"YUVA Buddies"

Other future products of interest

1. Flavored yogurt* with natural non-caloric sweeteners
2. Drinkable yogurt beverage
3. Frozen yogurt
4. Collagen-infused yogurt

*We label the product “Organic Culture Dairy Blend” as we do not ferment with *L. bulgaricus* or *S. thermophilus*, the organisms required to label as “yogurt.”

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