

Triple treat for yoghurt lovers



Parmalat has introduced three new variants - Banana Custard, Blueberry Cheesecake, and Coconut Biscuit - to its low fat smooth yoghurt range, available in 6 x 100g multipacks. "The South African yoghurt market is booming, growing by 14% year on year, according to AC Nielsen. The smooth yoghurt category in particular, accounts for 52% of the total yoghurt market," says Charmelle Magill, Parmalat marketing manager: yoghurts and desserts. "However, we have found that there was a need for flavour innovation in this category."

For more, visit: <https://www.bizcommunity.com>