



FOR IMMEDIATE RELEASE

CHOBANI ANNOUNCES FIRST INTERNATIONAL DISTRIBUTION – *America's Most Loved Yogurt Now Available in Australia & Canada*–

NORWICH, N.Y., November 17, 2011 – Chobani, the #1 selling yogurt brand in the U.S., is now international. Since their start in 2007, Chobani has changed the way Americans think about yogurt. Beginning this month, they will bring their delicious, nutritious yogurt, along with their *Nothing But Good Philosophy*, to Australian and Canadian consumers.

“To take Chobani beyond the U.S. is very exciting for us,” said Hamdi Ulukaya, CEO and Founder of Chobani. “We’ve had an outpouring of requests from Canadians and Australians alike, and we listened. We hope they’ll like Chobani as much as our American fans do.”

Landing on Australian shores, seven flavors— Peach, Blueberry, Strawberry, Vanilla, Mango, Passion Fruit, and Pineapple—of Chobani are now available in Woolworths stores throughout New South Wales.

In Canada, five flavors, including Black Cherry, Strawberry, Peach, Plain and Pomegranate are now available at a variety of Loblaw banner stores in the Greater Toronto Area and Hamilton. Loblaw Companies Limited will serve as the test market retail partner in the Greater Toronto Area for a one-year period.

“Our regional launch in the Greater Toronto Area and New South Wales is the first step towards making Chobani available nationwide in both Canada and Australia,” said Ulukaya.

Chobani’s expansion into Australia and Canada comes on the heels of their announcement to open a second production facility in Twin Falls, Idaho within the next year. Housed on 200 acres of agricultural and industrial land, Chobani plans to invest over \$100 million to build a state-of-the-art, high capacity production facility. The brand’s second domestic manufacturing plant will enable consumers’ to more easily find their favorite Chobani products in stores as well as the brand’s ability to work on new and exciting Chobani product innovations.

For more information, visit www.chobani.com. Like Chobani on Facebook [here](#) and follow on Twitter @Chobani.

About Chobani

As America’s number one selling yogurt, Chobani was founded on the belief that people have great taste; they just need great options. That is why Chobani produces only the highest quality, best tasting products made with only natural ingredients out of its South Edmeston, N.Y. production facility. As part of Chobani’s *Nothing But Good* philosophy, the company’s team is committed to supporting local farmers and gives a portion of their annual profits to charities worldwide through the Shepherd’s Gift Foundation, the company’s charitable arm. All Chobani products are gluten-free, Kosher certified, made with milk free of rBST and provide two times more protein than regular yogurt, five live and active cultures, and three strains of probiotics.