

Müller enters into natural yogurt market

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Müller, the UK's yogurt brand has launched its first ever range of natural yogurt. Made with milk from British farms, the natural range is fat free, high in protein and includes 0% added sugar.

With the launch of Müllerlight Natural and Müllerlight Greek Style Natural, the company is continuing to target growing parts of the yogurt category where it has been absent.

The launch will be supported by an ongoing Müllerlight multimedia campaign, featuring Müller brand ambassador, Katarina Johnson-Thompson.

Michael Inpong, Chief Marketing Officer at Müller said, We're proud to have the two most popular yogurt brands in the UK, and we're investing in our capabilities, our people and brands to ensure we maintain this leadership position. We'll grow the category by bringing Müllerlight into a segment where it has been absent. Whether eaten on its own, or with fruit, nuts, or granola, we think this product will appeal to everyone, especially those following various weight management programmes. It's another exciting milestone for us as we continue to inspire people to live happier and healthier lifestyles. It is not only natural and delicious, but it's fat free, high in protein, contains 0% added sugar and is made with British milk."

Following the development of a unique new yogurt culture and recipes, the dairy company is also removing all added sugar from its core Müllerlight yogurt range in May 2019, reducing the total sugar content by up to 28%.