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Siggi’s launches yogurt for kids with less sugar

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siggis-launches-yogurt-for-kids-with-less-sugar

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siggi’s yogurt has long been a favorite of adults, and now the company is expanding its range of kids’ products. siggi’s kids pouches are part of a year-long launch of innovative products, which also includes siggi’s plant-based product line and siggi’s yogurt with almond butter.

"When I started siggi’s in my New York City apartment, I focused on simple yogurts with less sugar. So I am now excited to introduce a product that kids will love to eat, and parents will love to serve," said siggi’s founder Siggi Hilmarsson. "I feel this is perfect for families – a tasty, simple yogurt pouch with no mess and less sugar."

"Parents who love our current product range are looking for wholesome offerings without lots of added sugar or artificial ingredients their kids will enjoy," said siggi’s President and CEO Carlos Altschul. "We are thrilled to expand our kids line with the launch of pouches, so we can provide a new range of better-for-you options for parents to choose from."

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