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Sweetkiwi and The Smurfs collaborate to launch frozen Greek yogurt line

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By **Shraddha Warde** | July 1, 2024



Sweetkiwi and The Smurfs Collaborate to Launch Enchanting Frozen Greek Yogurt Line

> WordPress post #32313

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Sweetkiwi, a leading innovator in health-conscious frozen treats, announced a magical collaboration with The Smurfs. This collaboration brings to life a whimsical product line inspired by the beloved blue characters. This enchanting new range features Frozen Greek Yogurt Bars, with plans to introduce convenient 3.6oz Single-Serve Cups with a spoon and Variety Packs designed for retailers and warehouse clubs, all infused with the playful spirit of The Smurfs.

The Smurfs-themed collection boasts two captivating flavours: Smurf Berry and Smurf Blue Cookie Crunch. Each product combines the creamy, nutritious benefits of Greek yoghurt with the fun and fantasy of The Smurfs, promising an irresistible treat for fans of all ages.

Smurf Berry flavour offers a burst of berry goodness, inspired by the magical Smurf berries that are as nutritious as they are delicious. Smurf Blue Cookie Crunch incorporates the delightful crunch of blue cookies into our smooth frozen yoghurt, creating a taste sensation that's sure to bring joy and nostalgia to every bite.

"We are beyond excited to partner with The Smurfs and introduce these delightful flavours to our customers," said Ehime Eigbe, Founder & CEO of Sweetkiwi. "Our goal has always been to create products that not only taste great but also offer healthful benefits. With this new line, we're inviting everyone to experience the joy and imagination of The Smurfs universe combined with the wholesome goodness of Sweetkiwi's Greek yoghurt."

This launch marks a significant milestone for Sweetkiwi, which continues to pioneer healthful and innovative snacks. The Smurfs-themed yoghurt bars are perfect for those seeking a nutritious snack that doesn't compromise taste or fun.

Read online: https://nuffoodsspectrum.in/news/15/21255/sweetkiwi-and-the-smurfs-collaborate-to-launch-frozen-greek-yogurt-line.html

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