



FOR IMMEDIATE RELEASE

DANNON® YOGURT RECIPE CONTEST WINNERS FOR K-12 ANNOUNCED

Dannon Foodservice, Fuel Up to Play 60 and National Dairy Council Collaborate to Showcase Fun, Versatility and Nutrition Benefits of Dannon® Yogurt

March 14, 2017—[Dannon Foodservice](#), Fuel Up to Play 60 and National Dairy Council congratulate the winners of the Dannon Yogurt Recipe Contest, a special pilot contest for K-12 schools. Students from seven select school districts were invited to compete by creating an original recipe containing yogurt. The contest encouraged students to show their creativity and pride in scratch cooking, while building confidence in and awareness of nutrition and recipe execution.

Online entry forms were accepted from September 1 through November 30, 2016. To participate, students entered an original recipe that included the use of either Dannon® Pro or Dannon® Oikos® Pro 32 oz. quarts or 6 lbs. nonfat yogurt bags. Each recipe had to be developed by at least two students, have nutrition profiles that meet guidelines for use in the USDA National School Lunch or School Breakfast programs, and use a maximum of five ingredients and a minimum of two. Additionally, officials at each school had to put plans in place to include the recipe in the school's menu.

Each grand-prize winner received Dannon and Fuel Up to Play 60 branded foodservice equipment valued at \$4,000. The seven winners are:



Joe Vigil (left), 16, and Julian Salazar, 17, serve the award-winning Cat's Meow Garlic Chicken Alfredo Pizza to fellow students at Central High School.
Photo credit: The Pueblo Chieftain

- **YO-Straw-Nana Crunch** by Carpenters Elementary, Maryville, Tennessee
- **Cat's Meow Garlic Chicken Alfredo Pizza** by Central High School, Pueblo, Colorado
- **Crestwood's Island Breakfast Bars** by Crestwood Intermediate School, Chesapeake, Virginia
- **Breakfast Parfait with Fruit** by Heard Elementary School, Macon, Georgia
- **Holiday Apple Spice Yogurt** by Heath Middle School, Greeley, Colorado
- **Trojan Blast** by Jarrett Middle School, Springfield, Missouri
- **Danno-licious** by Ontario High School, Ontario, Oregon

Dannon also selected six runners-up from the following schools: Belmont Elementary School in Colorado, Butts Road Primary School in Virginia, Centennial Elementary School in Colorado, East High School in Colorado, Hickory Hills Elementary School in Missouri and Pershing Middle School in Missouri.

“The Dannon Yogurt Recipe Contest was a great opportunity to show K-12 foodservice professionals how fun and easy it can be to incorporate our products into their menus,” said Mike Miles, Vice President of Sales of Dannon Foodservice. “Dannon yogurt is a versatile, quality ingredient that offers important nutrients for students, and it lends itself to many easy-to-prepare formats kids can embrace. It's important for us as a foodservice partner to support the school districts and their operators, and to provide exciting, educational experiences for their students.”

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Peggy H. Lee, Vice President of Business Development of Dairy Management, Fuel Up to Play 60, said, “We’re proud and excited to be partnering with Dannon Foodservice to further our efforts to educate future generations about the benefits of consuming a nutritious diet and getting active for at least 60 minutes a day. This contest is the perfect way to showcase that yogurt is a nutrient-rich and delicious food that students can enjoy any time of day as part of a balanced lifestyle.”

About Dannon Foodservice:

Dannon was founded 75 years ago on yogurt’s ability to improve lives. Headquartered in White Plains, NY, Dannon Foodservice continues to uphold the deeply engrained belief that food can do a world of good. As a health & wellness partner, Dannon knows yogurt has the power to deliciously provide many of the nutrients consumers need. Its portfolio of America’s best-loved brands includes Dannon®, Oikos®, Light & Fit®, Activia®, Danimals® and Stonyfield™ to help chefs and operators meet trends today and innovate for the future. Dannon Foodservice inspires goodness through menu creativity, a commitment to sustainability and better-for-you snacking options. For more information, visit www.dannonfoodservice.com.

About National Dairy Council:

National Dairy Council (NDC), the non-profit organization founded by dairy farmers and funded by the national dairy checkoff program, has been committed to research-based nutrition education and communications since its start in 1915. NDC is dedicated to bringing to life the dairy community’s shared vision of a healthy, happy, sustainable world – with science as its foundation. NDC’s staff of registered dietitians, researchers, and nutrition experts educate on dairy’s role as part of balanced eating plans, as well as inform people about the farm-to-table, table-to-farm connection. NDC has helped launch programs to benefit the health and wellness of children and adults, including Fuel Up to Play 60, which encourages youth to consume nutrient-rich foods and achieve 60 minutes of physical activity each day. NDC also helped launch the Future of Food Partnership and The Great American Milk Drive, which both address food insecurity in America. For more information, visit www.NationalDairyCouncil.org and www.DairyGood.org and follow NDC on [Facebook](#) and [Twitter](#) (@NtlDairyCouncil).

About Fuel Up to Play 60:

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Football League (NFL) and National Dairy Council (NDC), which was founded by America’s dairy farmers, in collaboration with the U.S. Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve at least 60 minutes of physical activity every day. As a result of the program, last year more than 13 million students made better food choices by selecting nutritious options like low-fat and fat-free dairy products, fruits, vegetables and whole grains. Additionally, nearly 16 million students are getting more physically active during the school day. Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. Customizable and non-prescriptive program components are grounded in research with youth, including tools and resources, in-school promotional materials, a website and student contests. Visit FuelUpToPlay60.com to learn more.

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