

## LESS IS MORE: INTRODUCING THE NEW ACTIVIA PURE

*Made with the simple ingredients, new yogurt blends the best of nature and science*

Visuals of all campaign materials, including photos of Activia Pure [here](#).

**(September 12, 2017), Boucherville, Quebec:** Activia, Canada's best-selling yogurt brand, is proud to launch the new Activia Pure. The Plain yogurt made with 100% all-natural ingredients, combines a delicious taste, rich and smooth texture with the benefits of Activia's exclusive *B.L. Regularis* probiotic culture.

### **A Finely Crafted Yogurt Combining the Best of Nature and Science**

Made with only the simple ingredients – skim milk, cream, skim milk powder, active probiotic culture *B.L. Regularis* and active bacterial cultures – Activia Pure is anticipated to be especially popular with consumers in search of a rich, creamy Plain yogurt with no added sugar that can be enjoyed either on its own or customized as part of a snack or meal. The product was crafted to offer a smooth, delicate flavour not typically associated with Plain yogurt. For those with a sweeter tooth, Activia Pure is also available in a Plain Sweetened flavour, with the addition, namely, of 100% natural cane sugar and lemon juice.

Drawing on more than three decades of research and development, Activia Pure enhances the brand's portfolio with an all-natural Plain yogurt that is available in a variety of sizes and formats. In fact, Activia Pure will be the only regular Plain yogurt with probiotics in the grocery aisle available in individual 100-gram portions, in addition to a larger-format container.

### **The Benefits of B.L. Regularis Probiotics**

Each portion of Activia Pure contains more than 1 billion good *BL Regularis* probiotic bacteria, a probiotic culture exclusive to the brand. Also called "good bacteria," probiotics are living bacteria which, when consumed in sufficient quantities, have benefits, such as contributing to healthy gut flora.

"Activia Pure is ahead of the curve, as Canadians are setting higher standards for nutrition and taking a closer look at product labels. We are proud to offer a Plain yogurt with no added sugar that does not compromise on taste, giving our consumers the confidence that they are getting only the best from a brand they can trust," said Genevieve Bolduc, Marketing Director, Danone Wave Canada. "What's more, Activia Pure is also a source of our patented B.L. Regularis probiotics. Our philosophy behind this launch is that wellness starts on the inside – that gut health is an integral part of an overall sense of wellbeing. Feeling your best starts with eating right, and Activia Pure establishes that less really is more."

Activia Pure Plain and Plain Unsweetened flavours are now available at major grocery and big-box retailers across Canada. Both flavours are available in either packs of eight 100-gram individual containers (suggested retail price: \$5.59, or in a large-format 650 gram container (suggested retail price: \$4.19).

**About DanoneWave in Canada**

DanoneWave is a business unit of Danone and operates from headquarter offices in White Plains, NY, Broomfield, CO, Boucherville, Quebec, and Mississauga, Ontario. DanoneWave was formed following the acquisition of WhiteWave Foods by Danone, bringing together two purpose-driven, health-focused and high-growth companies. DanoneWave's ambition is to produce healthful dairy, plant-based products and coffee creamers and beverages, create economic and social value and nurture natural ecosystems through sustainable agriculture. Its portfolio of brands include: Activia, DanActive, Danone, Earthbound Farm, Horizon Organic premium dairy products, International Delight coffee creamers and iced coffee, Oikos Greek yogurt, Silk plant-based foods and beverages, So Delicious Dairy Free, Vega and Wallaby Organic. For more information about DanoneWave in Canada, please visit [danone.ca](http://danone.ca), [facebook.com/danonecanada](https://facebook.com/danonecanada) or [@DanoneCanada](https://twitter.com/DanoneCanada).

-30-

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