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**WALLABY YOGURT COMPANY INTRODUCES ORGANIC GREEK YOGURT**

***Authentic Strained Lowfat Yogurt***

**Napa Valley, California (February 28, 2012)** – Wallaby Yogurt Company, a family-owned producer of organic yogurt, announces the launch of its first line of organic Greek yogurts. Known for its signature line of creamy Australian-style yogurts, the company continues in its mission to make the best-tasting yogurt in the US by expanding its yogurt offerings into the Greek category.

“Initially, there was some hesitation when it came to launching a Greek yogurt. The style and method of manufacturing Greek yogurt is very different from our signature product line,” said Jerry Chou, founder and president of Wallaby. “But as we started to realize how delicious Greek yogurt can be, it became clear that this was the direction we wanted to go in.”

Once the founders had decided this, they tried every brand of Greek yogurt that they could get their hands on. When they were done, they ultimately concluded that there just weren’t any organic Greek yogurts out there that tasted really great. What followed was an intense effort of repeated trial and error, to come up with what they ultimately felt would be a Greek yogurt unmatched in taste.

All Wallaby yogurts are made without the use of starches or other artificial thickeners. Wallaby’s Greek Yogurt is strained, which is the authentic way of producing the thick, rich texture that has made Greek yogurt so popular. Wallaby also uses its traditional slow-cooking method to create the delightful creaminess and delicate flavor of its Greek yogurt, making it worthy of the Wallaby Organic label.

Wallaby Organic Greek Lowfat Yogurt is available in a variety of flavors and sizes. Its 5.3oz flavored varieties feature a unique two-compartment cup, allowing consumers to control the amount of flavor they get with each spoonful of thick and creamy yogurt. Flavor pairings include Blueberries, Cherries, Honey, and Strawberries. Traditional plain yogurt is also offered in both a 6oz and 16oz size. The entire line is now available nationwide in Whole Foods Market. 5.3oz and 6oz sizes are priced at $1.99; the 16oz size retails for $3.99.

**About Wallaby Yogurt Company**

Wallaby Yogurt Company is a family-owned business that has been producing organic yogurt in Napa Valley, California since 2001. The company was born out of an adventure that began Down Under. It was during a trip to Australia that Wallaby’s founders chanced across a deliciously distinctive yogurt. Convinced that Americans would love Australian-style yogurt as much as they did, they set off on a mission with one simple goal: to produce the best tasting yogurt in America. To learn more about Wallaby Yogurt Company, please visit [www.WallabyYogurt.com](http://www.WallabyYogurt.com).

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