

New recipe and pack sizes for NutriDay

NutriDay yoghurt has undergone a full transformation both inside and out having its tastiest recipe ever and breakthrough pack sizes of 150g, 270g, and 600g.

Between work, school, the gym, homework and other activities, kids and adults alike need to rely on an easy and nutritious solution to support their active lifestyles. The advertising and widespread availability of cheap but tasty snacks and convenience foods all contribute to making a healthy, balanced diet more difficult to reach. With an offering of 27 flavours across the NutriDay Smooth and Fruit range, NutriDay not only brings the benefits of yoghurt but also the pleasure of enjoying a creamy and delicious snack.

Yoghurt is made from a combination of milk and live cultures that makes the product unique. In addition to calcium and protein, NutriDay yoghurt is a source of Vitamins A, B, D & E, essential nutrients needed by your body every day. The South African Department of Health recognises dairy products as being an essential part of a balanced diet and recommends as part of the Food Based Dietary Guidelines that milk, maas or yoghurt should be eaten every day.

"As the leader in the yoghurt category in South Africa, our role is to encourage all South Africans, both kids and adults, to include the goodness of yoghurt in their daily diet by offering them an affordable delicious snack rich in nutrients," said Thomas Morf, Marketing Director of Danone Southern Africa.



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