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Good Karma Foods Introduces Deliciously Spoonable Dairy Free Yogurts

NEW rich and creamy yogurts are free of all major allergens and deliver a mighty nutritional bundle in five flavors that'll put a Good Karma smile on your face

BOULDER, Colo. (Nov. 30, 2016) - [Good Karma Foods](#), the leading producer of flaxseed-based milk alternatives, today announced its launch of the first-ever line of creamy and delicious Dairy Free Yogurts made with Flaxmilk. With 5-6g of plant-based protein, 800mg Omega-3 healthy fats and seven live and active cultures in every serving, these rich and spoonable yogurts provide a competitive level of nutrition along with a surprisingly delightful taste and texture. Plus, like all Good Karma products, the Dairy Free Yogurts are free of all major allergens, including dairy, soy, tree nuts, so they are safe for the whole family to enjoy.

According to SPINS, the plant-based yogurt set will top nearly \$78 million in 2016, and is growing by 50 percent annually, outpacing the growth of dairy-based yogurts by more than a multiplier of ten. SPINS retail data also demonstrates a nearly \$600 million opportunity for dairy-free yogurts if dairy-free yogurts were to match the development of plant-based milk alternatives. However, despite this growth, consumers are sharing dissatisfaction with the current offerings due to the presence of allergens, low nutritional value or a dissatisfying taste and/or texture.

"Good Karma Foods isn't just our name, it's the inspiration for everything we do," said Doug Radi, Good Karma Foods CEO. "Our hope is that by expanding our offerings to include plant-based yogurts that deliver a mighty nutritional bundle and a surprisingly good taste and texture that'll we'll inspire goodness families can't help but pass along."

Good Karma Dairy Free Yogurts (MSRP \$1.69-\$1.99 - 6oz) are available in a variety of delicious flavors to satisfy the whole family, including Blueberry, Strawberry, Vanilla, Plain and Raspberry. Compared to other non-dairy yogurts made from coconut milk, nuts (almonds) or soy, the spoonable texture and neutral flavors of these yogurts make them a perfect breakfast or on-the-go snack, as well as a delightful alternative for allergen-friendly recipes.

Good Karma Dairy Free Yogurts will hit shelves in December in select Kroger regions and distribution will quickly expand nationally in 2017, mirroring Good Karma's existing availability in both the natural channel and mainstream supermarkets. Visit the Good Karma [store locator](#) to find nearby stores.

Drinkable Yogurt Improvements

In addition to the launch of the Dairy Free Yogurts, Good Karma Foods also announced improvements to its Drinkable Yogurts launched earlier in 2016 to better deliver on the brand's promise of a mighty bundle of plant-based goodness in every delicious sip. The changes include an updated product descriptor from Dairy Free Probiotic to Probiotic Drinkable Yogurt, helping shoppers more clearly understand the product.

Additionally, the Drinkable Yogurts have been reformulated to contain reduced sugar by 4-7g per serving, depending on the flavor, and the package now includes a dairy-free printed cap, and clearer call outs to being plant-based. Free from all major allergens, the NEW Good Karma Drinkable Yogurts (MSRP \$3.99-\$4.49 - 32oz) are available in deliciously creamy Plain, Strawberry, Blueberry, and Good Greens and Pineapple flavors. Each serving continues to deliver 5-6g of plant-based protein, along with 1,200mg of

Omega-3 and seven live and active probiotic cultures that bring beneficial bacteria to the tummy and a smile to your face.

ABOUT GOOD KARMA FOODS

Good Karma Foods isn't just our name, it's the inspiration for everything we do. We are a company and a group of people with good hearts who inspire goodness with the tiny but mighty choices we make every day, from selecting our ingredients, to how we make our products and give back to our community.

Based in Boulder, Colo., we are dedicated to making plant-based, dairy alternative food and beverage products that deliver a mighty bundle of nutrition along with surprisingly good taste and texture. By providing allergen-friendly products that put a smile on your face, we hope you'll be inspired to pour some goodness forward. Join our Good Karma movement and find additional inspiration by connecting with us online at goodkarmafoods.com, and on [Facebook](#), [Instagram](#) and [Twitter](#).

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