

Chobani launches an Australian exclusive new range Chobani FiT

21 September 2018 | News

Dairy brand Chobani has launched its locally developed and Australian exclusive new range, Chobani FiT, to tap strong consumer demand for high protein products.



Supporting the launch, Chobani will run an integrated marketing campaign #fortheloveofFiT which celebrates the journey of “fit” in peoples lives, no matter what the destination. Chobani FiT will also be the main sponsor of the upcoming Australian Fitness Show in Melbourne, where every guest can receive a free pot of Chobani FiT.

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Packaged in both a tub and pouch format, Chobani FiT is a locally-developed functional yoghurt product that has been formulated to incorporate 15g protein per pack and is sweetened with Stevia.

Chobani Australia MD Peter Meek said: “We like to listen to our fans and consumers, and we noticed there were certain people who were looking for high protein, no added sugar options in the yogurt category. Chobani FiT was developed to bring these consumers an option that fuels their journey and this naturally builds on our mission of bringing better food to more people.

“With Australian’s seeking convenience and 20% of Aussies looking for high protein snacks, we thought it was only right to put Chobani FiT into our on-the-go pouch format too. Now active Aussies can have their post-workout fuel on-the-go!”

The company says Chobani FiT has been "carefully crafted to deliver the perfect balance of taste, texture and flavour with the benefits of a whopping 15g of protein per pot without any added sugar". To achieve no added sugar and a great taste, the range is sweetened with the natural sweetener, Stevia.

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The Chobani FiT range, manufactured and packaged in Australia on the same production lines as the core Chobani range, includes six flavours in the 170g pot range and four flavours in the 140g on-the-go pouch format.

The range is currently available at Woolworths and leading Independents, becoming available at Coles from the 20th of September.