

Healthy Eating

The Taste of Low-Carb Living

(NAPSA)—The carb-counting craze is far from fading away.

In response to increasing demand for foods that fit a low-carb lifestyle, food companies continue to turn out reduced-carb products in almost every aisle of the supermarket, from low-carb breads to sugar-free candy. It has been estimated that more than 1,000 low-carb products were introduced in 2003 alone. Even popular restaurant chains are expanding their menus with reduced-carb options.

A recent study suggests that many dieters continue to be interested in the potential health benefits of a low-carb lifestyle, and also look to limit carb intake even after they have stopped following a strict no-carb diet.

People's experience with a low-carb diet can change their awareness of nutrition issues and taste preferences. In fact, 96 percent of Americans rate taste as an extremely important factor for low-carb foods.

Fortunately, cutting carbs does not have to mean skimping on taste. For example, to satisfy the increasing demand for great-tasting products that fit a low-carb lifestyle, General Mills has introduced new Yoplait Ultra. This creamy, fruity option, available across the country, offers rich, delicious taste with 70 percent less carbs and sugar than regular low-fat yogurt.



You can get great-tasting yogurt that fits your low-carb lifestyle.

"We know many consumers, especially women, are looking for products that are easy to enjoy without compromising on taste," said Kirsten Aune, General Mills Marketing Manager. "Yoplait Ultra is a great-tasting, ready-to-eat option that's perfect at breakfast, lunch, or anytime."

Yoplait Ultra provides spoonfuls of rich, creamy taste in four delicious 6-ounce individual cup varieties that allow people to mix and match their favorites: Strawberry Crème, Peach Crème, Blueberry Crème and Raspberry Crème. It contains 90 calories, eight grams of carbs and five grams of sugar per cup and is an excellent source of calcium and a good source of protein.

For more information and recipes, visit www.yoplait.com.