



## how a personal philosophy inspired a company

siggi's dairy began in 2004 when Siggi Hilmarsson felt homesick for skyr (pronounced "skeer"), a strained yogurt that has been a staple in the Icelandic diet for more than 1,000 years. The yogurts he found on shelves in the US were much too sweet and artificial for his liking. He longed for the wholesome, unprocessed food of his childhood.

His mother sent him a recipe and with that, he began making skyr in his small New York City kitchen. Within just a few months, Siggi refined his technique, quit his day job and moved his humble skyr-making operation from his home kitchen to a full-scale dairy plant in Upstate New York.



True to Icelandic tradition, siggi's products do not contain any artificial preservatives, thickeners, sweeteners, flavors or colors, and are made with milk from family farms that do not use growth hormones. siggi's dairy is committed to making delicious yogurt products with simple ingredients and not a lot of sugar.

# siggi's®

## what's inside

simple ingredients,  
not a lot of sugar

### skyr

Like milk, regular yogurt is mostly water - but with skyr, that water is strained away, creating a thick and creamy consistency. While there are various styles of strained yogurt, skyr is particularly high in protein.

### simple ingredients

siggi's does not try to fake deliciousness. There would never be a "strawberry cheesecake" flavor. For example, siggi's strawberry is made with pasteurized skim milk, strawberries, cane sugar, fruit pectin (from orange peel), and live active cultures - that's it. siggi's uses real food ingredients you can find in your kitchen.



### not a lot of sugar

3.4 grams from milk  
.1 grams from strawberries  
+ 7.5 grams from cane sugar  
11 grams per 5.3oz

### protein

siggi's flavored varieties have 13-15 grams of protein per serving - that's more protein than sugar in each container.

#### Nutrition Facts

Serving Size 1 container (150g)

Calories 110

Calories from fat 0

	* % Daily Value
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 50mg	2%
<b>Total Carbohydrate</b> 13g	4%
Dietary Fiber 0g	0%
Sugars 11g	
<b>Protein</b> 14g	28%

**Vitamin A** 0%      **Vitamin C** 0%  
**Calcium** 20%      **Iron** 0%

\* Percent Daily Values are based on a 2,000 calorie diet

### ingredients

Milk is sourced from family farms in New York State. The farmers never use growth hormones such as rBGH.

#### Ingredients

Pasteurized Skim Milk, Strawberries, Cane Sugar, Fruit Pectin, Live Active Cultures

#### Live Cultures

B. lactis, L. acidophilus, L. delbrueckii subsp. bulgaricus, L. delbrueckii subsp. lactis, S. thermophilus

### no artificial ingredients

- ✓ No artificial sweeteners
- ✓ No artificial flavors
- ✓ No preservatives
- ✓ No thickeners
- ✓ No artificial colorings