

## **Friendly Viking's: New Flavour O'gurt Greek Style Strawberry Taste and Quality result in Convincing Win at Peta Award 2022**



Langenhagen, July 4th 2022. Manufactured using the purest Scandinavian premium oats, 100% plant-based, gluten free, vegan, a superb taste and now award-winning: the new flavour Friendly Viking's O'gurt Greek Style Strawberry offers the same taste as Friendly Viking's Greek style Natural, Mango and Vanilla. All wonderfully rich and creamy. And this convinced the jury of Peta who gave Friendly Viking's O'gurt Greek Style their Peta Germany Award 2022 in the category "Best vegan yoghurt".

*"With the vegan O'Gurts, Friendly Viking's shows in an exemplary manner that enjoyable and purely plant-based flavour creations are possible at any time. A vegan diet is good for animals, people and the environment. We hope that many other companies in the food industry will follow this forward-looking example and also make their range vegan and sustainable. PETA congratulates on winning the Vegan Food Awards 2022 in the category "Best Vegan Yoghurt!" said Harald Ullmann, co-founder and 2nd Chairman of PETA Germany.*

Friendly Viking's O'gurt Greek Style are excellent to eat with a spoon, taste superb by themselves or with your favorite topping eg. with berries and granola. They are also just right as a base for smoothies or overnight-oats. Friendly Viking's O'gurt Greek Style are available in the flavours Natural, Mango, Vanilla and Strawberry. And they come in a 350g pack, 6 packs per outer at an RSP of €2.49\*.

\*Price determined by the retailer.

For further information, see [www.Uplegger.de/en](http://www.Uplegger.de/en).

### **Media contact**

Irene Schuckert  
Public Relations · Marketing

Tel +49 511 · 97 898 · 25  
Fax +49 511 · 97 898 · 19  
E-Mail [ISchuckert@Uplegger.de](mailto:ISchuckert@Uplegger.de)

### **Postal address**

Uplegger Food Company GmbH  
Hans-Böckler-Str. 17  
D · 30851 Langenhagen

The [Uplegger Food Company](http://www.Uplegger.de/en) · Innovation. Since 1884. · was founded 130 years ago as a cheese wholesaler. This makes it one of the oldest family businesses in the German food retail. Over the years, the retail landscape changed - sometimes continuously – sometimes disruptively. Today, the Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories dairy, cheese, desserts, convenience food and drinks, the [Uplegger Food Company](http://www.Uplegger.de/en) represents more than 20 well-known product partners from all over Europe and further afield. With a dedicated key account management team in Germany, Austria, Switzerland and the Netherlands, Uplegger Food Company aims for success in existing and future areas of business.

Please find more information at [www.uplegger.de/en](http://www.uplegger.de/en).