

Dear Dairy Industry,

# Thank you for flipping our perspective.

In August we received a letter from your Dutch and Belgian associations (NZO & BCZ) informing us that we, Abbot Kinney's, use reserved dairy names such as yoghurt to describe our non-dairy products. According to you, such use is in violation of European food laws, therefore you asked us to adjust our communication.

And you got us thinking, as a plant-based brand, the name *yoghurt* does not suit us. Our **yog** does not **hurt**.

Because, we care about our **environment**  
**health**  
**climate agreement**  
**agricultural land**  
**gut**  
**animal welfare**  
**rain forests**  
**planet**

So, we keep the yog, and skip the 'hurt'.

Kind regards,

ABBOT KINNEY'S

Flip your standard