



New VALIO® REAL GOODNESS™ Brand Lactose Free Milk

The taste of milk is back (minus the lactose). New REAL GOODNESS™ is the only 100 percent lactose free milk that actually tastes just like milk – it’s rich, creamy and delicious!

NEW PRODUCT	REAL GOODNESS™ is loved by millions of people around the world for its delicious taste and now is available in the United States. REAL GOODNESS™ is made by Valio USA, a subsidiary of Valio Ltd (one of Europe’s leading dairy companies). The word Valio, which means “the finest,” was founded on the ideals of quality, expertise and responsibility. Valio has been making dairy products for 100 years, making the company an international dairy product expert.
TASTE INNOVATION	The REAL GOODNESS™ secret is an advanced, patent-pending technology known as ultra-filtration, which gently removes lactose, leaving nothing but the delicious taste of milk. Because it’s lactose free, REAL GOODNESS™ can be enjoyed without worrying about unpleasant side effects. In a taste test, eight out of 10 lactose intolerant milk drinkers found that REAL GOODNESS™ taste just like real milk.
NUTRITION INFORMATION	<p>In addition to great taste, REAL GOODNESS™ has 38 percent more protein and 42 percent less sugar than the leading lactose free brand. It also contains:</p> <ul style="list-style-type: none"> • 42 percent less sugar than regular milk • 38 percent less fat than regular milk • Calcium for strong bones and teeth • Vitamin D to help the absorption of calcium <p>REAL GOODNESS™ is made in the USA from Grade A milk. It is ultra-pasteurized, homogenized and is rBST free.</p>
LACTOSE INTOLERANCE	Lactose intolerance is the body’s inability to digest lactose, the sugar in dairy products. Between 30 and 60 million Americans suffer from lactose intolerance. More information on this condition can be found at www.RealGoodness.com or www.Facebook.com/RealGoodness .
COST	REAL GOODNESS™ will be available for a suggested retail price of \$2.59 for quart size and \$4.99 for 64 ounce size.
VARIETY	REAL GOODNESS™ is available in fat free (skim) and reduced fat (2%) milk varieties and in quart and half gallon sizes.
AVAILABILITY	Starting in August, REAL GOODNESS™ products are available at AWI, Wakefern, Weis, Olean, Price Chopper, Acme, Wegmans, AG New England, Hannaford, Giant Carlisle, Stop & Shop, Shaws, Bozzutos Independents, C&S Independents, White Rose (Foodtown, Kings, King Kullen, Krasdale), C&S (Pathmark, Waldbaums, Superfresh, Penn Traffic, Tops), Bozzutos (Big Y, Roche Brothers), General Trading (Fine Fare), Supervalu (Redners), White Rose Independents (Met, Pioneer) and Target (Philly/So, Jersey/Del) in the Northeast, including NY, NJ, CT, MA, RI, NH, VT, ME and PA.
MONEY BACK GUARANTEE	Valio is so confident people will prefer the rich and creamy taste of REAL GOODNESS™ to other lactose free milk that it’s offering a money back guarantee.
FOR MORE INFORMATION	For recipes, coupons and new product information, visit www.RealGoodness.com or www.Facebook.com/RealGoodness .