

BEYOND THE BREAKFAST TABLE

CHAYA BEER



A breakfast that's quick and easy, doesn't make a mess and tastes delicious definitely qualifies as a winner. Meant to Be's Greek and drinkable yogurts do all that, plus way more. These yogurts are nourishing, vitality-inducing, and make you feel great as you start your day.

Sounds like a dream? That's because it started as one... until Meant to Be made it come true.

MILK FOR ALL IT'S WORTH

Milk products like yogurt are only as good as the milk they're made from, so Meant to Be went on a search for the ultimate quality milk. And their definition of what the ultimate is in milk quality sets the bar way higher than you'd imagine.

We know milk as a highly nutritious food with lots of good-for-you vitamins. Mothers have been telling children for generations to drink up their cup of milk. "It will make your bones strong, and keep your teeth white!"

But despite milk's reputation as a health-supporting drink, you surely know many people who, although not quite allergic, have a hard time tolerating conventional milk. They can't digest dairy properly.

And although we know milk to be naturally full of nutrients, a lot of conventional milk is artificially fortified with vitamins. Adding vitamins to a nutrient-dense drink sounds counter-intuitive. Where are all its natural vitamins?

For milk to fulfill all its promises of health and strength, the milk has to come from the right kind of cows, who have the healthiest diet.

MEANT TO BE'S MILKY WAY

Let's head out to the farm and visit the cows who give us milk. Are you picturing a large 1,000-pound milk cow peacefully chewing green grass in a field?

That's a great picture to have, because the healthiest, creamiest milk comes from just

such cows. Being allowed out on pasture all day keeps cows healthy, and their milk is of the highest quality. This was the kind of milk Mr. Pal, founder of Meant to Be, wanted to find for his dairy products.

It wasn't easy to find a farmer who would agree to keep his cows out on pasture all the time, and feed them only grass. But today, all of Meant to Be's milk and milk products come from cows with this high-quality lifestyle.

The farmers that provide milk to Meant to Be make sure to plant only top-quality grass. They also keep moving the cows to new pastures, which lets the cows eat the highest, softest



part of the grass stalk. That young green grass tip gives cows the most energy, which gets passed into their milk.

Cows that are out on pasture and graze in such fields give milk that contains omega-3s, important vitamins, and healthy linoleic acid. Vitamins D3 and K2 are especially important, because without these vitamins, calcium can't be absorbed properly. Pasture-grazed cows give milk that has both of these vitamins naturally.

MILK WITH MUCH MORE

All this wasn't enough to qualify as the ultimate in cow's milk for Mr. Pal. There are more aspects to cow's milk which can make it healthier, and he wanted to incorporate the benefits of all of them.

He didn't want to just focus on one type of health benefit, like many organic milks do. When Mr. Pal visited organic farms, he saw that they were indeed organic, which is defined as chemical-free. They didn't focus on pasture-fed or grazing, though.

Aside from having organic milk, Mr. Pal also wanted to focus on two of the main differences in cows that give milk: The cow breed (what type of cow they are) and the gene composition.

Most conventional milk comes from Holstein cows, who are known for giving a lot of milk at a time. Their milk, though, is mostly

HEALTH BENEFITS OF MEANT TO BE'S HIGH-QUALITY MILK:

PASTURE-GRAZED AND GRASS-FED COWS

- + Significantly higher in brain-boosting and heart-healthy omega-3s
- + High vitamin content, including vitamin A, B12, E, D, and K2, as well as calcium
- + Contains more CLA (conjugated linoleic acid)

JERSEY BREED MILK COWS

- + More protein
- + Higher concentration of calcium and vitamins
- + Higher fat and cream content

MILK COWS WITH THE A2 GENE

- + Easier to digest, no harmful proteins

USDA-CERTIFIED ORGANIC MILK

- + Free of Harmful Chemicals

water, with much less of the fatty cream that makes milk healthy and delicious. Jersey cows, on the other hand, provide extremely rich and creamy milk. This gives it a much higher concentration of vitamins and much higher levels of calcium, which strengthens the teeth and bones.

The two most common mutations of the beta casein (a major protein component of milk) present in milk cows are A1 or A2. Those cows with the A2 genes produce milk without harmful caseins, or milk proteins. The lack of harmful proteins makes it much easier for people to digest. Of course, Meant to Be's milk comes exclusively from cows with the A2 gene.

Children and adults who drink Meant to Be's milk find that they have whiter teeth and fewer cavities, as they absorb so much calcium from the milk. The nutrient-dense milk also provides energy, and those who drink it feel the boost of vitality it gives. After all, milk is known as the healthy drink that can strengthen your teeth and bones. When it's such a natural milk, the promises do come true.

THE YOGURT JOURNEY STARTS

Once Meant to Be was producing and selling top-quality milk, Mr. Pal turned his attention to milk products. Creating delicious dairy items out of Meant to Be milk

meant taking all the health benefits of the milk and making it into a meal.

With all the added cream that comes from Jersey cows' milk, the yogurt that Meant to Be produced from their milk had an incredibly smooth texture. It was a rich, healthy yogurt full of probiotics, free of any stabilizers, preservatives, thickeners and artificial flavorings. The flavor was already

incomparable to conventional yogurts, which have a dry taste from the preservatives. This had an original yogurt flavor, with nothing there to ruin it.

But to make the yogurt truly tantalizing, Mr. Pal wanted to create many yogurt flavors. Years of effort were invested to create Meant to Be's yogurt options, because once again, only the highest-quality ingredients were used.

STEP 1: SWEETENING THE DEAL

First, the yogurts needed to be sweetened. But any sugar added to yogurt made from Meant to Be's rich and healthy milk had to meet its standards of health and taste.

For that, Meant to Be used one of the healthiest kinds of sweeteners: organic maple syrup. The syrup is taken directly from a chemical-free maple tree. A container is inserted into the maple tree to withdraw the sap, and this pure tree sap is the maple syrup used as a sweetener.

Maple syrup contains antioxidants and many good-for-you nutrients. It's a sweetener that ranks high in health benefits and creates a delicate sweetness.

STEP 2: FLAVOR DOESN'T GROW ON TREES

Once the yogurts were sweet, working on the yogurt flavor was the next step. Meant to Be created the popular option of vanilla-flavored yogurt, but they didn't take the standard route. Using extracts and vanilla flavorings wasn't good enough. Mr. Pal would only use the actual organic vanilla bean, despite the astronomical cost: One pound of vanilla costs \$500!

Mr. Pal wasn't sure if it was worthwhile to go to fruit flavors next, because he knew that in order for fruit to naturally add flavor, there would need to be a huge concentration of fruit. Until a product is half-fruit, it won't have the fruity taste.

Conventional fruit-flavored yogurts don't actually get their flavor from fruit. They might add some fruit pieces, but the fruit flavor in conventional yogurts comes from artificial flavorings.

Mr. Pal wasn't going to use flavoring, but he wasn't either looking to turn the yogurts into fruit smoothies. All he wanted was to add the natural delicious flavor of fruit to the yogurt.

Mr. Pal invested six months of trial and error to try to figure out how to use organic fruit to flavor his yogurts. Finally, after many attempts that almost made him give up on fruit-flavored yogurt, he discovered the ingredient that brings out the taste of the fruit strongly enough to create a flavored yogurt.

This secret ingredient is as natural as all the other ingredients in Meant to Be's yogurts, a deceptively simple ingredient in every person's pantry that ended up making all the difference.

STEP 3: A MELANGE OF FLAVORS

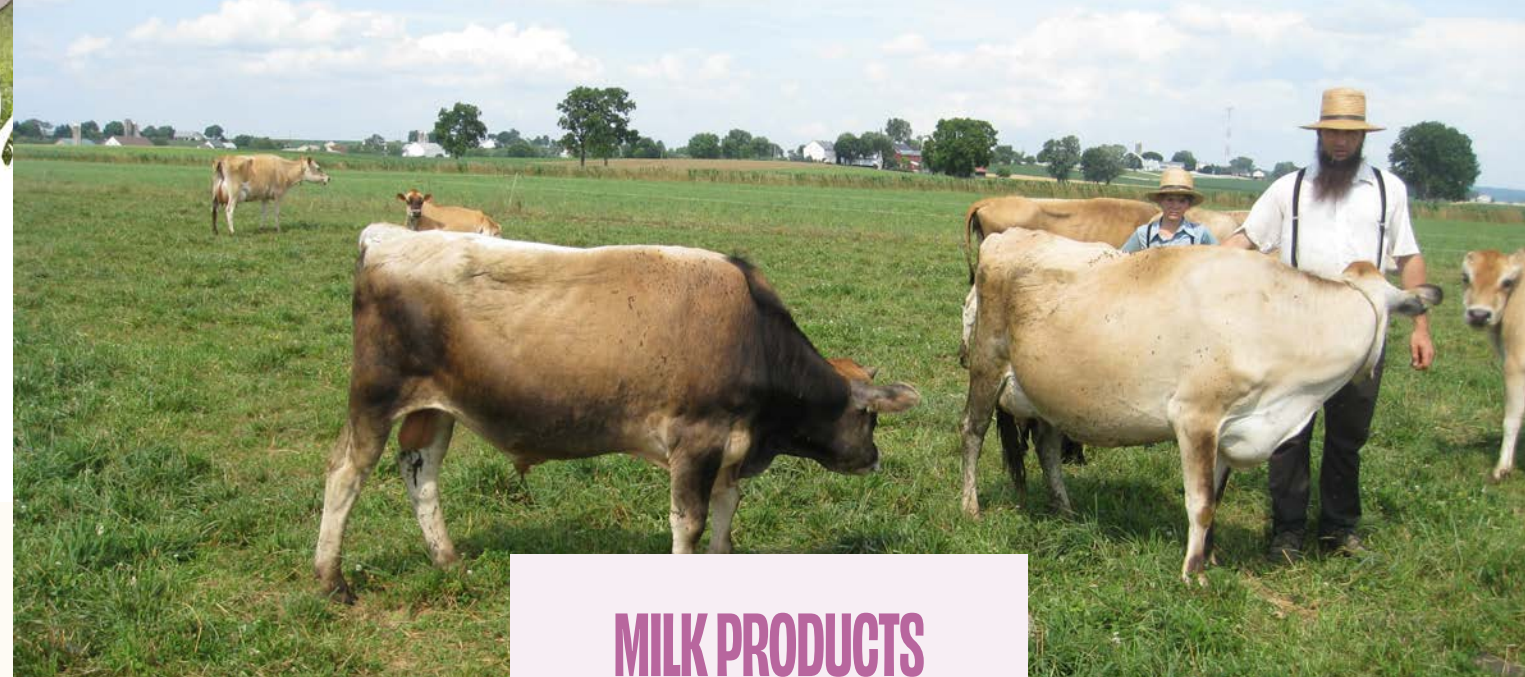
The first type of fruit flavor that Meant to Be tried to create was strawberry yogurt, the traditional favorite.

When it came to strawberries, there were additional high standards to keep. Strawberries are notoriously infested with insects. Meant to Be products have the NSK hechsher, certifying their products as having the highest standards of kashrus. To use strawberries in Meant to Be yogurts, they would have to be absolutely bug-free.

This was a hurdle, but Meant to Be managed to overcome it, sourcing organic strawberries yet ensuring that they were completely insect-free. Once the NSK had approved the strawberries, Mr. Pal was able to create the strawberry-flavored yogurt that everyone loves.

Meant to Be did the same for their Mixed Berry flavor, created out of real organic blackberries, raspberries, and blueberries. And for coffee lovers, they decided to make the Dandelion flavor, which has a similar flavor to coffee. Actual coffee doesn't allow calcium to be absorbed properly. Dandelion mimics the flavor of coffee without that negative effect.

All these flavors were made into a thick, creamy Greek yogurt. This yogurt made for a complete, nutritious meal that was velvety and luscious like ice cream. It provides delicious flavor to satisfy a morning appetite, while giving a power boost to start the day.



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THE DRINKABLE DREAM

Mr. Pal is always looking to improve, so aside from the Greek yogurt, he came up with a drinkable yogurt as well, slightly sweeter and more kid-friendly. But even more than that, this yogurt is easily portable.

When you're in the middle of the morning rush that back-to-school routine brings, even finding a spoon to eat your yogurt with takes too much time. Not to mention the mornings that breakfast is an on-the-go affair, where whatever can be taken along and consumed on the bus or in the car is the breakfast of choice.

Often, those last-minute grab-and-go choices aren't that healthy, nor do they satisfy you completely. Imagine being able to drink down a complete meal in a couple of seconds, a meal that gives you long-lasting vitality. Instead of the artificial high that sends you crashing in a couple of hours, you get real sustained energy. Picture sending along a nutritious breakfast with your children and knowing you've helped them put their best foot forward.

Keeping Meant to Be's Greek and drinkable yo-

gurts on hand means knowing that you and your kids can always have a nourishing breakfast, no matter what's going on. When you eat or drink a Meant to Be yogurt, you'll have energy for whatever your day might throw at you.

That's what Meant to Be's drinkable yogurts offer you: A unique taste experience that you can have anywhere, packed full of all the good things you need to start your day. So next time you're looking for the ultimate breakfast, grab a Meant to Be drinkable yogurt, and drink to your health. ■



FIND MEANT TO BE YOGURTS AND OTHER PRODUCTS IN YOUR LOCAL GROCERY STORE, INCLUDING SUPER 13, BREADBERRY, MEGA 53, LANDAU'S HEALTH, SUPREME HEALTH, POMEGRANATE, AND MOISHA'S.

