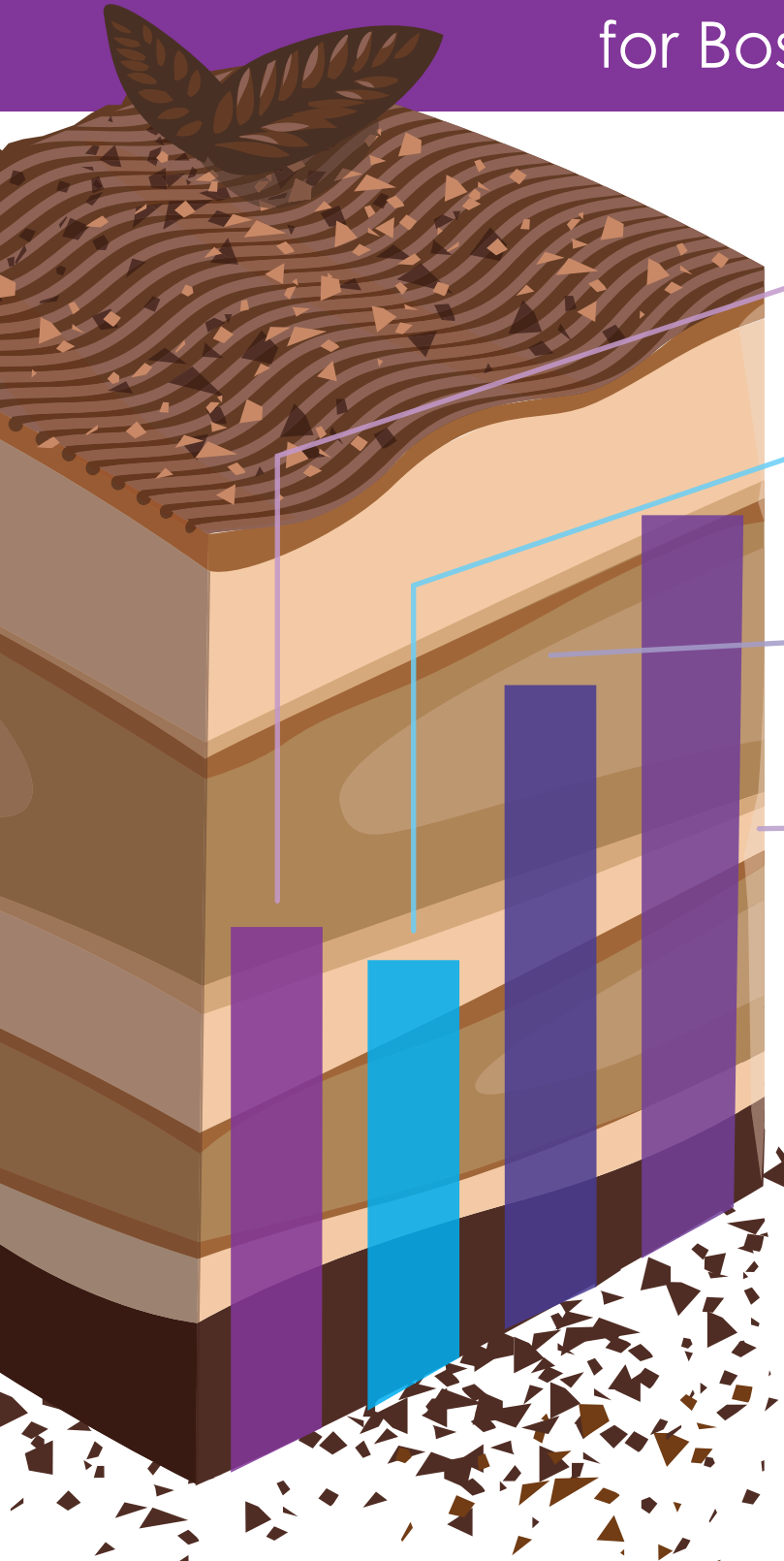


# BOSTON 'S Tiramisu

#IHEARTTIRAMISU

Tiramisu is the Perfect Flavor for Boston... And Here's Why:



Almost  
**60%** of Boston moms say they enjoy Tiramisu.\*

**55%** of Boston moms say they would let their children eat tiramisu for an afternoon snack if they could.\*

**70%** of Boston moms say they would eat tiramisu every night if they could.\*

Not surprisingly,  
**85%** of moms in the Boston area admit they do try to eat healthier.\*

The word  
**TIRAMISU**  
means "a pick me up"



You will find approximately  
**30,900**  
results at your fingertips when Googling "Tiramisu Recipes"

\* In June 2015, Influence Central surveyed nearly 300 women in the Boston area, with at least one child under the age of 18 living at home, via an online questionnaire. Please note this research and the statistics above are not scientific.

Knowing how tricky it can be to choose healthy foods and stick to a weight management plan when your favorite, tempting treats are staring you in the face, Boston resident Keri J. entered the Dannon® Light & Fit® Great Greek Flavor Search contest and submitted a winning flavor that Bostonians are sure to love - TIRAMISU!

With 12g of protein, 80 calories, 0% fat\*\* and a deliciously satisfying taste, it's the perfect signature flavor for Boston and is available at your local GIANT and STOP & SHOP retailers.

**GIANT**



\*\*Per 5.3 oz



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