

NEWS RELEASE

UNL Dairy Store Contact:

Bryan Scherbarth, Bscherbarth2@unl.edu, (402) 472-2973

MEDIA Contacts for Nebraska Cultures:

Jason Kirshner, Jason@rms-biz.com, (949) 579-9569 ext. 801

Betsy Roberts, Betsy@rms-biz.com, (949) 579-9569 ext. 803



UNL Dairy Store Develops Probiotic Frozen Yogurt for Huskers

Husker athletes will be able to indulge in dessert guilt-free

LINCOLN, Neb. (August 4, 2010) – University of Nebraska Lincoln (UNL) researchers at The Food Processing Center and Department of Food Science & Technology have developed a probiotic soft-serve yogurt. The UNL Dairy Store is inviting the public to sample the new yogurt for free today, August 4th from 11:30 a.m. to 12:30 p.m.

The use of probiotics as ingredients in foods is on the rise. These live microorganisms are often referred to as “good” bacteria with health promoting benefits. Scientific evidence suggests that consumption of probiotics can decrease intestinal difficulties. Studies continue to explore the multiple benefits associated with probiotics.

The UNL Dairy Store’s new yogurt uses a combination of two different probiotics, Bifidobacterium bifidum and the DDS-1 strain of Lactobacillus acidophilus. University researchers worked closely with Nebraska Cultures, Inc. (www.NebraskaCultures.com) to determine the optimal probiotic strains. Founded by former UNL professor Dr. Khem Shahani, the private company researches and manufactures probiotic ingredients. Dr. Shahani discovered the DDS-1 strain in the late 1950's while at UNL and named it for the Department of Dairy Science, Number One strain.

“This soft-serve yogurt is the first frozen probiotic dessert of its kind to be developed and marketed in Nebraska,” according to Bryan Scherbarth, Retail Manager of the UNL Dairy Store. Initially, the yogurt will be served at the Hewitt Center Training Table located inside Memorial Stadium. The Training Table is the primary cafeteria for all Husker athletic teams.

The public is invited to the UNL Dairy Store on East Campus (38th and Holdrege) to sample the new probiotic yogurt. Flavors include vanilla, strawberry, and chocolate. Sampling will occur on Wednesday, August 4th from 11:30 AM to 12:30 PM.

###