

Yokey Industries, Inc

*Making strong relationship with our community
through our Partners.*

Yokey





Vision Statement

"To revolutionize dairy alternatives by providing delicious, all natural, nutritious, and accessible lactose-free yogurt options that empower everyone to enjoy the benefits of dairy without compromise, leading the way toward a healthier and more inclusive future for all."



Yokey



Yokey stands out as a truly unique yogurt brand in the market, while many options claim to be lactose-free, none offer the full lactose-free experience that Yokey does. What really sets us apart is our innovative format—Yokey isn't a yogurt you eat with a spoon; it's designed to be enjoyed as a drink.

Packed with a rich blend of probiotics and carefully curated ingredients, Yokey not only supports digestive health but also delivers a delightful taste experience. Our focus goes beyond just being lactose-free—we aim to enhance your palate with every sip, offering both nutrition and indulgence in a convenient form

75-90% of African Americans, Native Americans, and Asian Americans are lactose intolerant

50-80% of Hispanic Americans are lactose intolerant.

10-20% of people of Northern European descent are lactose intolerant

Yokey

YOKEY STAWBERRY YOGURT
With Probiotics



INGREDIENTS: Strawberry;
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer
(modified corn starch, carragenan and pectin)
Strawberry artificial and natural flavor, red
liquid color, sucralose and stevia extract,
Natamycin.

UPC Code: **6-39713-99198-7**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



PLANT BTU # 8893



YOKEY PLAIN YOGURT
With Sugar, with Probiotics



INGREDIENTS: Plain w/Sugar;
Grade “A” pasteurized and cultured cow’s whole milk,
cane sugar, grade “A” nonfat dry milk for fortification,
stabilizer (modified corn starch, carragenan and
pectin}. Natamycin.

UPC Code: **6-39713-99196-3**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



PLANT BTU # 8893



YOKEY PLAIN YOGURT
No Sugar added
With Probiotics



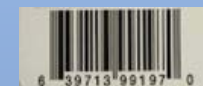
INGREDIENTS: Plain No Sugar Added
Grade “A” pasteurized and cultured cow’s whole milk,
grade “A” nonfat dry milk for fortification, stabilizer
(modified corn starch, carragenan and pectin)
Natamycin.

UPC Code: **6-39713-99197-0**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



PLANT BTU # 8893



YOKEY MANGO YOGURT
With Probiotics



INGREDIENTS: Mango;
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer
(modified corn starch, carragenan and pectin)
Mango puree mango artificial and natural flavor,
Pineapple yellow and Annato sucralose and stevia
extract, Natamycin.

UPC Code: **6-39713-99199-4**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



PLANT BTU # 8893



YOKEY PEACH YOGURT
With Probiotics



INGREDIENTS: Peach;
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer (modified
corn starch, carragenan and pectin) Peach natural
flavor, Annato, pink color and stevia extract,
Natamycin.

UPC Code: **7-53610-89767-5**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



PLANT BTU # 8893



YOKEY COCONUT YOGURT
With Probiotics



INGREDIENTS: Coconut;
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer (modified
corn starch, carragenan and pectin) Coconut natural
flavor, sucralose and stevia extract, Natamycin.

UPC Code: **6-39713-99207-6**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



PLANT BTU # 8893



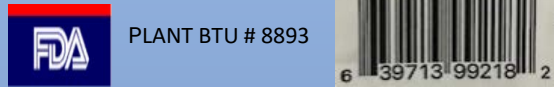
YOKEY SOURSOP YOGURT
With Probiotics



INGREDIENTS: Soursop;
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer (modified corn
starch, carragenan and pectin) Soursoap puree, soursop
artificial and natural flavor, sucralose and stevia extract,
Natamycin.

UPC Code: **6-39713-99218-2**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



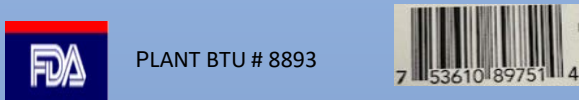
YOKEY LACTOSE FREE
PLAIN SWEETENED
With Probiotics



INGREDIENTS: Lactose Free Plain Sweetened
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer (modified corn
starch, carragenan and pectin), sucralose and stevia extract,
Lactase (enzyme), Natamycin.
LIVE ACTICE CULTURES:
Streptococcus Salvarius subsp. Thermophilus, Lactobacillus
Delbrueckii subsp Bulgaricus. Lactobacillus Casei subsp,
Rhamnosus micrococcus subsp, Bifidobacterium Bifidum,
Lactobacillus Acidophilus

UPC Code: **7-53610-89751-4**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



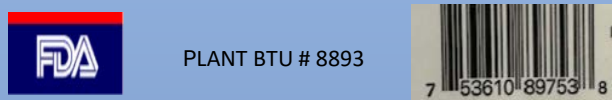
YOKEY LACTOSE FREE
STRAWBERRY YOGURT
With Probiotics



INGREDIENTS: Lactose Free Strawberry;
Grade “A” pasteurized and cultured
cow’s whole milk, cane sugar, grade “A”
nonfat dry milk for fortification, stabilizer (modified corn
starch, carragenan and pectin) Strawberry artificial and
natural flavor, red liquid color, sucralose and stevia extract,
Natamycin. Lactase (enzyme) natamycin.
LIVE CULTURES:
Streptococcus Salvarius subsp. Thermophilus, Lactobacillus
Delbrueckii subsp Bulgaricus. Lactobacillus Casei subsp,
Rhamnosus micrococcus subsp, Bifidobacterium Bifidum,
Lactobacillus Acidophilus.

UPC Code: **7-53610-89753-8**

Net Weight: **52 oz (1.54L)**
Unit x Case: **9**



Where the brand is found!



Our Distribution Channels:

DSD ourselves in Florida
Other States like Texas, New York, New Jersey, Pennsylvania, Connecticut, Maryland, Rhode Island, and Kentucky through Independent Distributors



Yokey Industries Inc

Established in 2013 by a local family with more than a decade of expertise in the dairy industry, our brand has become a trusted name across Florida. For over ten years, we've proudly served our community with top-quality products.



Our milk is delivered directly from local farms, ensuring maximum freshness. Upon arrival, it undergoes rigorous laboratory testing and pasteurization to guarantee quality. Once these processes are complete, we immediately begin manufacturing.

Our facility is capable of producing up to 20,000 pieces per day

The Yokey logo, featuring the word 'Yokey' in a stylized, blue, cursive script font.



The logo for the U.S. Food and Drug Administration (FDA), featuring the letters 'FDA' in white on a blue background.

U.S. Food and Drug Administration

IMS PLANT BTU # 8893



Yokez

Demographics & Psychographics

- **Demographics:**

- **Age:** Primarily 18-45 years old
- **Gender:** Slightly skewed toward female consumers
- **Income Level:** Middle to upper-middle-class income brackets; willing to spend on premium products
- **Location:** Urban and suburban areas with access to health food stores or specialty grocery chains
- **Education Level:** College-educated, informed consumers who research food choices
- **Family Structure:** Health-conscious parents, single adults, and individuals focused on wellness

- **Psychographics:**

- **Health-Conscious:** These individuals prioritize their health and wellness. They actively seek out products that align with a balanced diet, are low in sugar, or contain beneficial ingredients like probiotics.
- **Dietary Restrictions:** People with lactose intolerance, those sensitive to dairy, or those who avoid lactose for digestive health reasons make up a significant portion of this group.
- **Environmentally Aware:** Consumers who value sustainability and eco-friendly practices may choose lactose-free yogurt for its lower environmental impact, especially if it's plant-based.
- **Lifestyle Focused:** These buyers often lead active lifestyles, participating in fitness routines or outdoor activities, and are likely to seek convenient, nutrient-dense snacks.
- **Values Quality Over Price:** They are willing to pay a premium for products that offer superior taste, quality ingredients, and health benefits.
- **Preference for Clean Labels:** This group tends to choose products with natural, minimally processed ingredients and is conscious of what goes into their food.
- **Explorative and Trend-Focused:** They are early adopters of food trends, like plant-based diets, and are open to trying new, innovative products in the health and wellness sector.

Marketing Plan

- The lactose-free yogurt brand aspires to be a market leader by emphasizing taste, health advantages, and sustainability. The company caters to health-conscious customers, lactose-intolerant consumers, vegans, and those with dietary limitations, offering a variety of flavors and textures manufactured from high-quality ingredients. Digital marketing methods include in-store promotions and content marketing. Retail, e-commerce, and subscription models are all examples of distribution channels. Goals include raising brand awareness, gaining 10% market share, and obtaining a 30% customer retention rate.

- Geo targeting involves sending advertising content to customers within a specific geographic area who fit certain criteria. Besides focusing on people within a certain radius, geo-targeted marketing enables brands to target users based on their behaviors and demographics.

Yokee



Competitive Analysis

Category	Yonkey	Current yogurts in the Market :
Brand Identity	Yokey is positioned as a vibrant, innovative, and health-focused brand that champions lactose-free living.	Lack clear brand differentiation, with a generic image and inconsistent messaging.
Product Differentiation	Yokey offers unique, creative flavors with high-quality lactose-free ingredients, including options with added probiotics and plant-based alternatives.	Offers standard flavors with little innovation and limited lactose-free or dietary-specific options.
Target Audience	Yokey specifically targets lactose-intolerant, health-conscious, and environmentally conscious individuals, with a focus on inclusivity.	Targets general yogurt consumers without clear segmentation, lacking focus on specific dietary needs.
Product Quality	Yokey prioritizes high-quality, natural ingredients, with a focus on clean labels, low sugar, and probiotics for gut health.	They use standard ingredients, with less emphasis on health benefits or ingredient transparency.
Pricing Strategy	Yokey uses a premium pricing model justified by its high-quality ingredients and health benefits, while also offering occasional promotions.	It is more affordably priced, but this may lead to perceptions of lower quality.
Sustainability Efforts	Yokey is committed to sustainable practices, using eco-friendly packaging and sourcing responsibly-produced ingredients.	Their sustainability efforts are minimal and not prominently highlighted.
Customer Engagement	Yokey regularly engages with its community through loyalty programs, social media challenges, and customer feedback loops, fostering strong brand loyalty.	Have limited customer interaction, leading to weaker brand-consumer relationships.