

Who is Aroa Craft Yogurt?

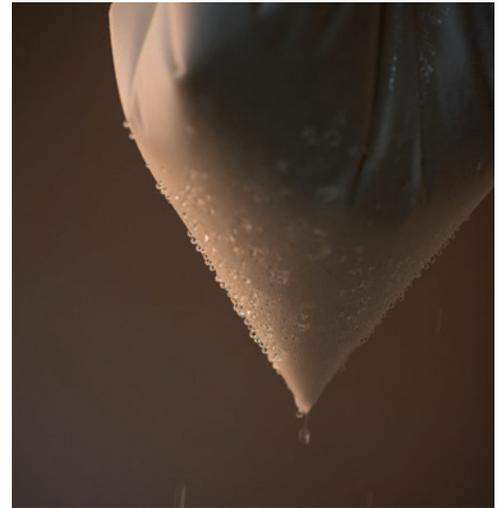
A conversation with co-founder Maria Fernanda Vargas

Maria, how and why did you start making specialty yogurts?

I fell in love with yogurt years ago when my Mom started making it at home for her friends. She wanted to share something that was healthy, fresh, low in sugar and had real fruits in it. Her yogurts became so popular she started selling them, and together our family yogurt business continued to expand, including building a yogurt factory in Venezuela and specializing in making craft yogurt for the past 11 years. When yogurt is properly made, it is an excellent way to get protein, minerals, vitamins and good cultures. Making the highest quality yogurt possible is my mission.

Can you share with us a little bit about your food philosophy?

I believe that eating “good food” nourishes your body and your soul. “Good food”, to me, uses whole ingredients and turns them into delicious meals. Fresh yogurt is, of course, “good food”. If you pair yogurt with fruit, veggies, herbs, beans and spices, it’s a match made in heaven, and it’s also a delicious and easy way of eating better. “Good food” is also best enjoyed if you share it with the people you love, and that is exactly what we are doing at Aroa!



Why is fresh yogurt good for you? Why is this different from what you get at the market?

Yogurt should be less than 1 month old to have active cultures and probiotics. These cultures are miracle workers, turning milk into yogurt. When you eat them, they aid your digestive tract to fight the bad bacteria, balance your intestinal tract, improve your digestion and increase your immunity. Our yogurt also has probiotics (which means *for life*) that are the opposite of antibiotics. These settle in your digestive tract to give you even more protection and increase your life expectancy. Eating fresh yogurt is an excellent way of getting probiotics.

After understanding the American yogurt market, we realized that **fresh yogurt** is hard to find. The yogurt that you buy at the supermarket is supposed to last for 3 months but often after processing and shipping time, when market yogurt hits the shelves, it could already be 12 days old on day one! The probability of finding fresh yogurt is very low. So, if you want to offer fresh yogurt, you need to make it locally. That is the reason my husband and I partnered with his brother and wife to open a yogurt factory in the middle of the city.



Tell us about the ingredients you use!

We carefully select and curate the best ingredients. We don't add anything weird to our recipes, just grass-fed milk, cultures and fruits. Our list of ingredients is very short.

We are so proud of our milk. Knowing the farm and the farmers who produce our milk maintains the integrity of our operation and our main ingredient. The grass-fed milk gathered by our friend Dale in Pennsylvania on a Friday is delivered to us every Monday, so we can make yogurt with the freshest milk. It naturally supplies us with omega-3 fatty acids, calcium, magnesium, potassium and vitamin K2.

We also process our fruit, giving us the freedom of using fruit chunks. We choose the best fruit and the best procedures to keep the most nutritional value. We use whole fruits, only discarding the piths. We use Granny Smith Apples because they are the most nutritious, squeeze our own limes, keep the peels of our oranges and make our signature blend of berries to keep the antioxidants high.



So, what is “Craft Yogurt” anyway?

Technique, technique, technique! Everyone wonders what craft yogurt is. Our answer is small batches, attention to detail, transparency (you can see all the process through our huge windows) and our tiny factory.

Our craft process allows us to do a long fermentation that increases the amount of cultures; not only do you get your cultures, we make sure you get millions of them!

We also use old fashioned cloth bag straining where gravity -instead of mechanical machinery or powdered milk and stabilizers- gives the yogurt a better texture. Our yogurt is moist, creamy, and delicious!

The Yogurt Club Offerings

Combo #1

The Purist

This yogurt has the perfect thickness to mix it with your favorite fruits and enjoy it for breakfast! You can also blend it into smoothies.

- 1 container (32oz.) of plain or vanilla strained yogurt
- 1 bag of homemade granola

1 month: \$28 | 2 months: \$53 (save \$3) | 3 months: \$77 (save \$ 7)



Combo #2

The Eclectic

Enjoy the convenience of individually packaged yogurt in all our different flavors. They are also an excellent snack for your kid's lunchbox.

- 5 containers (6 oz.) of assorted flavors yogurt (vanilla, lime pie, berry, orange and apple cinnamon)
- 1 bag of homemade granola

1 month: \$38 | 2 months: \$72 (save \$6) | 3 months: \$105 (save \$9)



Combo #3

The Foodie

A 24-hour straining makes this yogurt incredibly thick and luxurious. Enjoy it savory or sweet. Pair it with your best extra virgin oil, za'atar and salt flakes or raw honey and walnuts. Use it to top any roasted vegetable as you would use goat cheese.

- 1 container (16oz.) of plain labneh
- 1 bag of multigrain baked pita chips

1 month: \$25 | 2 months: \$48 (save \$3) | 3 months \$69 (save \$6)

