

CHOBANI®



CAFÉ FEATURED ON TRENDINCITE EXCURSION 6/10/14

"The SoHo Café was honored to be featured on a local tour given by consulting company TrendIncite, on one of their "Trend Excursions." TrendIncite is an expert on cutting-edge flavors and fragrances, advising their clients on current and future trends. In addition to Chobani, they visited our SoHo neighbors Xocolatti and Georgetown Cupcakes. The guests came from a wide range of backgrounds in the food industry, such as research & development, media, and marketing. They were extremely interested in the unique success of Chobani as a brand leader, Hamdi's story, and the design elements of the Café that enrich the dining experience and symbolize our values.

Being trend-setters themselves, the attendees also came to the Café to get inspiration for the future. Of particular interest were the savory creations, which take a now-ubiquitous food, Greek yogurt, and use it as a base for truly unique and forward-thinking flavor combinations. We also had a stimulating discussion about Chobani at large, and one guest expressed an interest in a pre-packaged yogurt that used less, but still real sugar, preserving the flavor integrity of the original lines but in an even healthier way. All in all, a fun and educational day at the Café!"

Micheline Frias
Project Manager
Chobani SoHo