



Long Ago and Far Away...

When Mountain High started making yoghurt over 30 years ago, our model was European yoghurt. After college, our founders had traveled across Europe. In their travels, they noticed yoghurt was an important staple in many countries. For breakfast, lunch, snacks, dessert...it seemed everyone was spooning it up all the time.

And no wonder: The quality and taste were superb, the variety of ways it was served was truly impressive, and—best of all—it was naturally smooth, creamy, and thick. While American yoghurts were loaded with gelatin and sugar, the yoghurts in Europe were incubated slowly in the cup, so the natural cultures actually created the body, texture, and taste. The results were deliciously compelling.

Bringing It Home

Our founders decided it was high time Americans got a chance to enjoy great-tasting all natural yoghurt anytime, anywhere.

America was ready. In the mid-1970s it was rather stylish to make your own yoghurt at home. (Remember, this was when macramé, eight-tracks, and the natural foods movement took off.) Kitchen counters across the nation suddenly sprouted electric “make your own” yoghurt makers. But more often than not, the results were less than appealing. Homemade yoghurt often didn’t set right and was too tangy for most people. A lot of those appliances ended up in garage sales (way before the macramé plant hangers and eight-track players did).

More importantly, home-made yoghurt—like its commercial counterparts—didn’t contain the cultures that support your health, immunity, and overall well-being.

The Right Stuff

Mountain High’s founders already knew what a big difference the right cultures make. Since their first batch to this very day, Mountain High has always used live, active, and probiotic cultures. Anyone can put the two yoghurt starter cultures (*L. bulgaricus* and *S. thermophilus*) in milk. But the three live, active, and probiotic cultures we’ve always added (*L. acidophilus*, *B. bifidus*, and *L. casei*) make a huge difference. Besides making the yoghurt thick, creamy, rich, and tasty, these cultures offer numerous health benefits.

Our founders quickly discerned that the best cultures came from the well-established culture houses in Europe. We still get our cultures from these premium suppliers today. Since these cultures are also naturally present in your body, daily servings of Mountain High Yoghurt can help populate your digestive system with beneficial or “friendly” bacteria that boost immunity, aid digestion, and support your overall wellness.

As you might expect, Mountain High began by selling our yoghurt in natural and health food stores. But that wasn’t good enough for us: We wanted to reach a bigger population, so everyone could enjoy an all natural, healthy, and delicious food at an affordable price. By 1979 we were in supermarkets and began expanding our market across the west. Soon after, we introduced convenient 32- and 64-ounce tubs of Mountain High. As a result, one of our first goals came to fruition: Our Plain Yoghurt became a staple in people’s refrigerators. They could now enjoy multiple servings at an even better price, make their own flavors anytime, and use our yoghurt as a healthy ingredient in their favorite recipes.

The More Things Change...

Over time we added more flavors and styles, including Lowfat and Fat Free, fruit-on-the-bottom styles, smooth and creamy blended flavors, and convenient four-packs for dining on-the-go—even a yoghurt designed just for infants and toddlers. Over time, the yoghurt section became more competitive and some great flavors or sizes had to go. But one thing has never changed: Our commitment to provide you with premium quality, all natural yoghurt that tastes delicious and supports your overall wellness.

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Never once have we added sugar or any artificial ingredients. We use only crystalline fructose, a naturally occurring fruit sugar. Our flavored yoghurts get their flavors naturally, from ripe fresh fruits. All our yoghurts are also rbST-free, which means they contain NO artificial growth hormones. And we still culture our yoghurt slowly in the cup because that's how the best quality yoghurt is made.

Now our goal is to constantly bring you new and exciting ways to enjoy our all natural premium yoghurt every day. Our website is an important tool in reaching that goal. That's what this web site is all about. Whether you're mixing up a smoothie, whipping up a dip, trying a new entrée, or thickening a delicious soup, we have the recipes and tips to help you make Mountain High Yoghurt your daily ally in wellness.

To your health!

Contact Information

For more information about Mountain High Yoghurt, see the web site at www.MountainHighYoghurt.com.

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