



FROM OUR KITCHEN TO YOUR KITCHEN

# Sohha Savory Yogurt

Brooklyn, NY

[sohayogurt.com](http://sohayogurt.com)

The delicious start of Sohha Savory Yogurt is milk from the dairy cooperative, Hudson Valley Fresh. The cooperative buys from eight farms in upstate New York and delivers it within 36 hours “from cow to customer.”

**W**hen asked how Sohha Savory Yogurt got started, co-founder Angela Fout explains, “My Mom taught me everything – she’s an excellent cook.” Originally from Lebanon, Angela grew up in a family with a garden, who all appreciated good, healthy food. Later joined by her husband and Sohha co-founder, John, this approach to food went unchallenged for a long time. Then they started shopping for their infant daughter, Savana.

“Until we had a child, I never thought about junk food,” Angela says. Yet in the early days of being a mother, her grocery trips kept leading her to foods full of chemicals and sugar. So she started feeding her daughter the yogurt that she grew up on. “Then I thought, ‘I’m sure other families are struggling with this, too.’”

Her realization encouraged John to head back to the store. But this time he was searching for their central ingredient: milk. Greek yogurt takes three times the amount of milk compared to regular yogurt, so week after week, they held milk taste tests at the kitchen table. After a full year, they landed on the dairy cooperative, Hudson Valley Fresh. Its mission is “to secure



*“A lot of customers are ready for our savory yogurts. They try it and say, ‘Finally, someone is doing this!’”*

*– Angela Fout*

living wages” for dairy farmers who produce high-quality milk, free of artificial hormones.

Now in every batch of Sohha Savory Yogurt, the Fouts realize their two dreams behind the product: 1) food can be chemical free and 2) food can be local. They are gathering momentum with these goals, as evidenced by their success in several business plan contests. In 2013, they won the Entrepreneur Pitch Competition, hosted by Slow Money NYC and The Food Book Fair. They also took second place in the CUNY SmartPitch competition, placed third in the CUNY Entrepreneur’s Concept Competition, and were finalist in the New York State Business Plan competition.



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