

Chobani®

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Company Introduction

- Greek Yogurt and Dairy Company
- Innovation that results in nutritious food, accessible to everyone
- Committed to producing high-quality, nutritious and delicious products
- Giving Back, Innovation, People



Brief Timeline

- 2005: Founded by Hamdi Ulukaya
- 2007: Launched original Greek Yogurt Recipe
- 2009: Carried by Stop & Shop and ShopRite - 200,000 cases/week
- 2010: Became top-selling in U.S, Carried by bulk warehouse stores
- 2012: began expanding its operations internationally.
- 2019: Non-Dairy Expansion, 10% Stake to Employees.
- 2020: COVID-19 Challenges
- 2021: Becomes Certified B Corporation
- 2024: Continued Innovation and focus on sustainability.



Business Model

- Operates own manufacturing facilities in U.S.
- Emphasis on community and sustainability
 - Emphasis on employee wellbeing
- Invests in local communities where products are sold
 - Strengthens economic growth
 - Supports local farmers
- Focus on using natural ingredients
 - Non-GMO
 - Plant-based



Supply Chain

- Sourcing Raw Materials
- Manufacturing Products
- Packaging
- Storage
- Delivery

Impact of COVID -19



SUPPLY CHAIN
DISRUPTION



UNEXPECTED
SURGE IN DEMAND



TRANSPORTATION
BOTTLENECKS



WORKFORCE
SAFETY CONCERN



Questions?



Resources

- <https://hbr.org/2022/04/chobani-founder-hamdi-ulukaya-on-the-journey-from-abandoned-factory-to-yogurt-powerhouse>
- <https://vizologi.com/business-strategy-canvas/chobani-business-model-canvas/>
- <https://hbswk.hbs.edu/item/covid-tested-global-supply-chains-heres-how-theyve-adapted>
- <https://www.agility.com/en/news/2020/4-big-logistics-challenges-of-covid-19-and-how-to-overcome-them/>
- <https://www.mckinsey.com/business-functions/operations/our-insights/how-covid-19-is-reshaping-supply-chains>
- <https://news.sap.com/2021/12/chobani-creates-positive-change-for-its-workforce/>
- <https://www.catalyst.org/research/chobani-founder-ceo-on-putting-humanity-first/>
- <https://pressbooks.nscc.ca/nsccprinciplesofmarketing/chapter/outcome-using-the-marketing-mix-2/>
- <https://canvasbusinessmodel.com/blogs/brief-history/chobani-brief-history#:~:text=2005%3A%20Chobani%20is%20founded%20by,support%20and%20mentor%20food%20entrepreneurs.>