

RUSTY LUCAS  
P.O. Box 422  
Sandusky, Ohio 44871

September 6, 2013

Dannon Consumer Response Center  
P.O. Box 90296  
Allentown, PA 18109-0296

Kroger  
508 W. Perkins Avenue  
Sandusky, Ohio 44870

To Whom It May Concern:

I am writing about a problem I experienced with a package of Dannon Light & Fit yogurts purchased at the Kroger store in Sandusky, Ohio about a week ago. I don't specifically know where the packaging issue arose, so I am writing to you both in the hope that the problem can be isolated and corrected.

Here is my problem. I bought a four pack of banana strawberry yogurts last week. As you know, the four pack comes in plastic cups with paper/foil tops that peel off. The plastic rims are attached at the top and they break apart when you bend them – kind of like the pieces in a model car or airplane kit are all attached together on the frame and you bend them back and forth until the plastic attachment gives way and breaks to get the pieces apart. I shudder to think of the mess of pieces and parts that model car and airplane kits would be without that innovation.

So when I decided to enjoy a sweet and refreshing yogurts treat, I grabbed my four pack and twisted/bent the short seam to break in into two sets of two yogurts. (I always split them apart at the short seam first and then the longer seam second). Lo and behold, my yogurts would not split. Now part of this is due to something I had experienced before – the darn plastic that you use, Dannon, is too bendy and does not easily snap apart. It used to just give way at the slightest twist in a clean break. But now it is so bendy it is like trying to break a paper clip in half by bending it back and forth two dozen times. And some of those times it still doesn't separate at the right spot, but instead breaks off a corner exposing the second cup of yogurts to the open air.

Going back to my recent purchase, I discovered a contributing factor: there was some clear scotch tape over the yogurts cover that I had not noticed before. But the way the tape was placed, it caused the paper covering to come loose as I tried to break apart the yogurts cups. When I discovered and tried to remove the tape, that only made the lids pull back from the yogurts cups corners even more even after I got the plastic cups to separate! What was the darn tape even doing on there in the first place? The paper lids were already securely attached as far as I could tell. If they weren't secure, I would have seen that and purchased a different yogurts four pack. If the lids *were* loose or already opened, I would hope that the store would not just

tape it shut and try to sell it that way. *If* that were the case, you could have at least discounted the price of that yogurts like you do the hamburger meat that is close to the “Sell By” date.

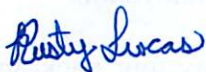
I know that my explanation sounds confusing, so I took some photos of my food fiasco and am enclosing those with this letter so you can see what I mean. I also have a photo of my receipt showing my yogurts purchase at the Sandusky Kroger. I also have an amateur video demonstrating my efforts to separate my yogurts cups at <http://youtu.be/9FK11gFqfsI>

Here is my other problem. I was basically left with four open cups of strawberry banana yogurts. You know how it is when you buy a case of bottled waters and the kids each take one out of the fridge and take a few drinks and then set their waters down somewhere and leave them? When 3 or 4 kids take only 3 or 4 sips from 3 or 4 waters and none know which waters is theirs – all the open waters go to waste! At least in that scenario, my wife can use the waters on her house plants – the plants don’t care about waters bottle germs. The last time I checked, I can’t feed open yogurts to our house plants.

Dannon, are you able to return to the old plastic yogurts cup design where the attachment seams broke free more easily? And do you know who put the scotch tape on the paper lids? Thinking it over some more, I am growing concerned that there was some other problem with my yogurts that required tape. What could that be? Should I be concerned?

Usually I only buy cherry yogurts because bananas tend to upset my stomach. But every once in a while I step outside my box and go for strawberry banana. I guess I just picked the wrong time to get a different yogurts flavor. But I suppose if I had checked the yogurts package more closely I would have seen the tape.

Sincerely,



Rusty Lucas

p.s. Do you have any Dannon or Kroger promotional baseball caps? If so, please send me one of each.

