

My Chobani Experiment: Apples to Apples

Let it be said right here that I am not a fan of Chobani yogurt or any other (Greek) yogurt found in modern grocery stores today. I eat my own homemade [Yogurt](#) daily and it is divine in every way. It is extremely low carb high fat (LCHF). The fat content is between 42-45% with 5g carbs and 5g protein in ¼ cup. Your first thought may be ¼ cup? That's not enough to choke a dog. I am here to tell you that it is. I also eat it with 2T of my own LCHF [Granola](#) and about ¼ cup blueberries. In combination, and even without the blueberries, the fat content is so high that total satiety is reached and remains for 4-5 hours, plenty long enough to easily reach your next meal.

This is not to say that everyone will make their own yogurt and there might be many reasons, not the least of which is time, although total prep time is only about 30 minutes. I am showing you that what is passing for Greek yogurt is garbage.

Chobani is no more Greek than I am. Real Greek yogurt is strained, and I mean strained-three times.

The Experiment:

1 quart Chobani 2% yogurt. (All the fat you can get in any commercial yogurt is just a measly 2%).

Large wide strainer lined with 2 (double) coffee filters.

I stirred the yogurt well in its original container and dumped it into the coffee filters and placed it immediately over a bowl to begin catching the whey.

Refrigerated for 24 hours uncovered. I emptied the whey several times into a one cup container. Saving the whey let me measure how much was coming out of the straining yogurt. I covered the whey so as not to allow any evaporation and for comparison, this is exactly what I do when I make my own strained [Yogurt](#).

When I strain my own [Yogurt](#) I get about 1 cup+2T of whey per quart and the yogurt is like smooth, silky, velvet in your mouth...or as Stephen Colbert might say...pure unadulterated smoothness.

When I strained the Chobani yogurt I got 15 T (1 cup minus 1T) of whey and the yogurt was quite literally inedible and I mean totally inedible.

Nearly the same amount of whey liquid (3T+or-) yet the outcomes are so totally different. Why?

It is the fat content and the fact that Chobani probably does not strain their yogurt more than about 8 minutes. That's the time it took me to get the 3T difference between my yogurt and the Chobani yogurt. As you begin straining yogurt the liquid whey comes out very quickly and then slows to a crawl by the end of a 24 hour straining period. Without using fat (remember they only use 2% milk) they are unable to strain it long or they are left with that inedible product and of course less money (profit) and really, what company wants to wash its profits down the drain for a much more healthy product?

Hamdi Ulukaya, the CEO, founder, and president of Chobani says it is the straining of the yogurt that makes the difference. Really? Straining for 8-9 minutes? Are you kidding me? Chobani is NOT Greek yogurt by any stretch of the imagination. Ulukaya also says the secret of his success is simplicity. "We want to make yogurt the way it was meant to be," he says. His yogurt, he says, "is exactly the same as what his mother made by hand back home in Turkey".

Me? I'm not thinking so.

Remember this: **REAL STRAINED [Yogurt](#)** is lower in sugar and carbs than traditional yogurt, making it a good choice for diabetics, the lactose intolerant, and people on low carb diets.

Chobani has a 47.3% market share of the yogurt sold in grocery stores today and what this shows me is that their advertising dollars have paid off very handsomely.

Please, at least, don't be fooled by any of this "Greek Yogurt Gobbledygook" and eat it with your eyes wide open. Don't believe everything you read...including here. By all means read everything you can so you can make up your own mind.

Remember the more whey left in any yogurt the more carbs and sugar there are, and the less truly healthy it is.