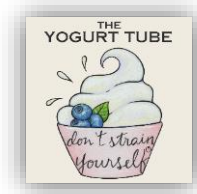


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Sofia Sinclair Launches The Yogurt Tube: An Essential Tool for Homemade Yogurt Lovers

Chicago, IL. (Feb 7, 2025)—Sofia Sinclair is proud to announce the launch of **The Yogurt Tube**, an essential tool for making homemade yogurt without the mess and hassle of traditional straining methods. Inspired by her Greek heritage and family traditions, Sofia created a product that streamlines the straining process and helps achieve the perfect consistency.

Growing up with homemade yogurt, Sofia was frustrated by the additives and high cost of store-bought versions. Determined to make her own, like her mother and grandmothers before her, she experimented with various straining methods—cheesecloth, nut milk bags, and separate strainers—but found the process time-intensive, messy, and space-consuming. She knew there had to be a better way.

In 2018, Sofia and her husband, James, an engineer, developed **The Yogurt Tube**, an innovative insertable strainer that simplifies the process while saving time and space.

After securing a patent and trademarking the slogan “*Don’t Strain Yourself*,” they launched an Etsy shop and began selling their unique solution. **The Yogurt Tube** quickly gained popularity, earning five-star reviews from customers in 661 cities across 16 countries.

The Sinclair family, including their three children, plays an active role in the business, helping with packaging and shipping. Sofia and James are thrilled to share their innovation with others. For them, the most rewarding part of this journey has been solving a long-standing problem and giving homemakers and busy families back what they need most: time.

About Sofia Sinclair

Sofia Sinclair, along with her husband, James, founded **The Yogurt Tube** to make homemade yogurt easier for everyone. Based in Portsmouth, RI, the Sinclair family continues to innovate and share their love of healthy homemaking.

Sofia and James will be exhibiting March 2-4th, 2025 at The Inspired Home Show Inventors Corner, McCormick Place, in Chicago.

For further information about The Yogurt Tube, please visit www.theyogurttube.com

