Taste good, feel good: the rise of flavored milk

As parents and schools have learned, kids are more likely to drink their milk when it’s flavored. That’s sparked some debate about balancing nutritional value and added sugars.

New approaches to dairy
Today’s dairy is finding new fans among adults and label-conscious consumers.

- Fewer gallons, more single-serving sizes
- Health halo boosts label-friendly appeal
- Protein power: convenient and inexpensive
- Less low-fat, more full-fat for satiety

Flavors find favor
While the fluid milk category is down overall, 2010-17 consumption shows:

- 9.2% increase in chocolate milk
- 4.8% increase in other flavored milks

Innovation, nutrition key to momentum
- Innovative flavors, including fruit, dessert, seasonal and coffee flavors
- Fortified milks with added calcium, protein, Omega-3’s and other nutrients
- Reduced sugar formulations balance taste and wellness
- Convenient packaging, single-serve bottles, cartons, pouches and flavor concentrates

SPORTS FAN: Research indicates that protein and carbohydrates in flavored milk make it an effective workout recovery drink

All the taste, zero added sugar

Cargill Reduced-Sugar Chocolate Milk
Featuring ViaTech® Stevia Sweetener

- 0 added sugars
- 25% calorie reduction
- 2.5g fat per 8 oz. serving

Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.

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