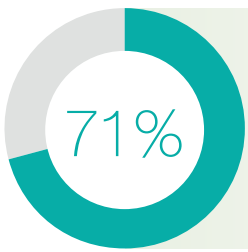


# Taste good, feel good: the rise of flavored milk



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.



**71%**  
**of milk consumed  
in American schools  
is flavored<sup>1</sup>**



**#1 source of  
9 essential nutrients  
in many kids' diets<sup>2</sup>**

## New approaches to dairy

Today's dairy is finding new fans among adults and label-conscious consumers.



**Fewer gallons**, more single-serving sizes<sup>3</sup>  
**Health halo** boosts label-friendly appeal  
**Protein power**: convenient and inexpensive  
**Less low-fat**, more full-fat for satiety<sup>2</sup>

## Flavors find favor

While the fluid milk category is down overall, 2010-17 consumption shows:<sup>3</sup>

**↑ 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<sup>4</sup>**



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

<sup>1</sup> Severson, Kim. "A School Fight Over Chocolate Milk." *The New York Times*, August 24, 2010.  
<sup>2</sup> Newton, John. "Trends in Beverage Milk Consumption." Dairy Business News, January 5, 2018.  
<sup>3</sup> Packaged Facts. "Dairy and Dairy Alternative Beverage Trends in the U.S., 4th Edition," 2017.  
<sup>4</sup> Phillips, Kelly. "Got Milk? Try Chocolate After Your Workout." *Fitness Magazine*.  
<sup>5</sup> Cargill sensory testing.

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