KIDS LOVE THE TASTE!
Milk provides nutrients essential for good health and kids drink more when it’s flavored.1,2

NINE ESSENTIAL NUTRIENTS!
Flavored milk contains the same nine essential nutrients as white milk - calcium, phosphorus, protein, vitamins A, D and B12, pantothenic acid, riboflavin and niacin (niacin equivalents) – and is a healthful alternative to soft drinks.3,4

HELPS KIDS ACHIEVE 3 SERVINGS!
Drinking low-fat or fat-free white or flavored milk helps kids get the 3 cups* of milk and milk products recommended by the Dietary Guidelines for Americans.6,7

BETTER DAIRY-DIET QUALITY!
Children who drink flavored milk consume more of the nutrients of concern compared to non-flavored milk drinkers and flavored milk consumption is not associated with an increased BMI.8

TOP CHOICE IN SCHOOLS!
Chocolate milk is the most popular milk choice in schools and kids drink less milk (and get fewer nutrients) if it’s taken away.9,10

REFERENCES:

* DAILY RECOMMENDATIONS – The 2015 Dietary Guidelines for Americans recommends 3 cups of low-fat or fat-free milk and milk products for those 9 years and older, 2.5 for those 4-8 years, and 2 for those 2-3 years.