



# CHOCOLATE MILK

for your concession stand

The Ohio High School Athletic Association encourages you to add nutritious chocolate milk, the official beverage of OHSAA, to your concession stand menu. OHSAA is proud to partner with Ohio's dairy farmers because it's a great way to encourage students to make smart food choices and lead a healthy lifestyle.

## HOW DO I GET CHOCOLATE MILK?

**OPTION A:** It's easy to offer chocolate milk in your concession stand! Milk is available in innovative shelf-stable packaging, which allows you to store milk at room temperature and chill prior to selling!

Look for shelf stable milk options at Amazon and warehouse stores such as Costco and Sam's Club. It is also distributed by Superior Beverage Group at 614-294-3555.

**OPTION B:** Did you know that milk is already delivered to your school at least 2 times each week? This may give you the opportunity to purchase milk for your concession stand. To see if this is an option, contact your school's cafeteria manager.

Although your school may serve chocolate milk in cartons at lunch, your school's dairy provider may offer it in plastic bottles.

## HOW MUCH CHOCOLATE MILK SHOULD I ORDER?

Many high school sporting event concessions sell 200 chocolate milks each game! If you are selling milk at a smaller school event, start with 100 milks per concession stand. Shelf-stable milk can be stored for your next event!

**Check with your school's beverage contract provider to see how you can sell chocolate milk in your concession stands.**



## HOW DO I PROMOTE CHOCOLATE MILK IN MY CONCESSION STAND?

Let everyone know chocolate milk is available by printing and displaying this customizable sign in your concessions area.



**AND, to help you promote chocolate milk even more, visit [Drink-Milk.com](http://Drink-Milk.com) to download the "[Ready. Recover. Repeat.](#)" video to air during events or use these announcements over the loudspeaker system:**

DRINKING CHOCOLATE MILK, THE OFFICIAL BEVERAGE OF OHSAA, HELPS YOU RECOVER FOR WHAT COMES NEXT. IT'S DELICIOUS AND CONTAINS THE RIGHT MIX OF PROTEIN AND CARBS TO HELP REFUEL EXHAUSTED MUSCLES. NOW AVAILABLE IN THE CONCESSION STAND!

CHOCOLATE MILK, THE OFFICIAL BEVERAGE OF OHSAA, PUTS THE "PRO" IN PROTEIN. EVERY 8-OUNCE GLASS OF CHOCOLATE MILK HAS 8 GRAMS OF HIGH-QUALITY PROTEIN, WITH THE POWER TO FUEL EVERYONE FROM ELITE ATHLETES TO WEEKEND WARRIORS. NOW AVAILABLE IN THE CONCESSION STAND!

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