



Flavored Milk

More nutrition per sip

Flavored milk offers nine critical vitamins and minerals while adding on average only 12 grams of sugar. It provides both calcium and protein along with great taste. Calcium is critical for children and adults. It builds strong bones through adolescence and helps prevent osteoporosis later in life. Protein is an important part of every cell in the body, and it helps repair muscle after daily activity.

Beverage	Nutrients	Added Sugars (g)
Chocolate milk	Protein Calcium Vitamin D Potassium Vitamin A Vitamin B12 Riboflavin Niacin Phosphorus	12
Cola	none	26
Diet Cola	none	0
Fruit Punch	Vitamin C	15
Iced Tea (sweet)	none	22
100% Orange Juice	Vitamin C, Folate, Thiamin, Potassium	0
Sports Drinks	Niacin, Vitamin B6, Vitamin B12	13

Serving size = 8 fluid ounces



Pour on the Flavor

Get the facts on flavored milk and how it's a great choice for building strong bones and stronger muscles.

For more information, visit:
www.southeastdairy.org
www.milkpep.org
www.nationaldairycouncil.org

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5 reasons to Pour on the Flavor

1

Flavored milk contains the same nine essential nutrients as white milk and is a healthful alternative to soft drinks.

- Low-fat and fat-free flavored milk contains calcium, potassium, phosphorus, protein, vitamins A, D and B12, riboflavin and niacin.
- Studies show flavored milk drinkers choose to drink fewer soft drinks compared with those who don't drink flavored milk.

2

Drinking low-fat or fat-free white or flavored milk helps you get the three daily servings of milk recommended by the Dietary Guidelines for Americans.

- Seventy percent of girls and 60 percent of boys ages 6 to 11 do not meet daily calcium needs. Nearly 9 out of 10 teen girls and 7 out of 10 teen boys don't meet their daily calcium recommendations.
- Leading health professional organizations and the Dietary Guidelines for Americans recommend that children consume three servings of dairy foods daily.



3

Milk provides vitamins and minerals essential for good health, and people will drink more milk when it's flavored.

- Flavored milk drinkers consume more milk than those who drink only white milk.
- According to the Dietary Guidelines for Americans, adding a small amount of sugar to nutrient-dense foods such as milk or yogurt helps makes food taste good and improves nutrient intake without contributing excessive calories.
- The American Heart Association says when sugars are added to nutrient-rich foods such as flavored milk, the quality of diet improves heart health.

4

The small amounts of sugar and caffeine in flavored milk do not contribute to obesity or hyperactivity.

- A half-pint of low-fat chocolate milk has the same amount of added sugar as a single packet of cinnamon oatmeal. Flavored milk contributes less than 2 percent of the total added sugar to the average teen's diet. Sodas and fruit drinks, on the other hand, account for 50 percent or more.
- While some flavored milk brands may contain high fructose corn syrup, the American Medical Association has concluded that its effect is no different than any other sweetener.
- Chocolate milk contains a very small amount of caffeine per serving compared with other beverages. The 2 to 7 milligrams of caffeine in an 8-ounce serving of chocolate milk is similar to the amount of caffeine in one cup of *decaffeinated* coffee and five times less than an equal amount of iced tea or soft drink.

5

Low-fat chocolate milk is the most popular milk choice, and people drink less milk if it's taken away.

- According to research by the U.S. Department of Agriculture, 66 percent of milk chosen by children is flavored, most of which is low-fat or fat-free.
- Removing flavored milk from schools has shown to result in a 63 percent reduction in milk consumption by children in kindergarten through 5th grade, a 50 percent reduction in 6th through 8th grades, and a 37 percent reduction in 9th through 12th grades.