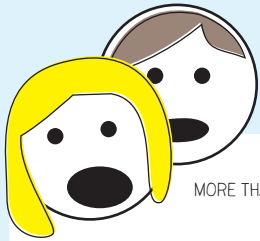


THE BEST
SUMMER DAYS

START WITH
BREAKFAST



MORE THAN **HALF** OF **PARENTS SAY...**

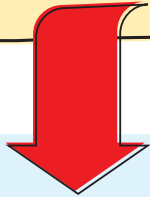


IT'S **CHALLENGING** TO KEEP THEIR KIDS ON A BREAKFAST SCHEDULE **OVER THE SUMMER.**

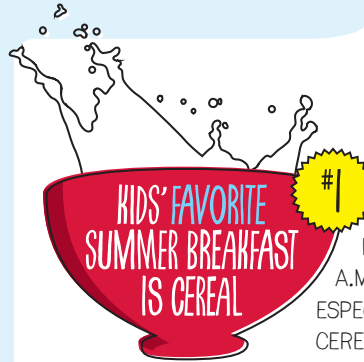


PARENTS SAY A GOOD MORNING IS...

- ✓ A SMOOTH MORNING ROUTINE (72%)
- ✓ KIDS OUT THE DOOR ON TIME (59%)
- ✓ TO SPEND QUALITY TIME AT THE TABLE (52%)
- ✓ NO COMPLAINING! (51%)
- ✓ **KIDS GET A BREAKFAST WITH MILK (48%)**

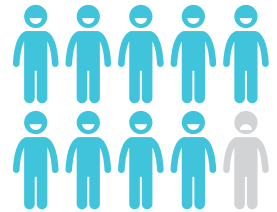


KIDS SAY...



MORE THAN **HALF** OF KIDS SAID THEY LIKE TO DRINK THEIR MILK AT BREAKFAST, AND SKIPPING MILK IN THE A.M. WOULD PUT THEM IN A BAD MOOD - ESPECIALLY IF THEY HAD TO EAT THEIR CEREAL WITHOUT IT.

9 IN 10 KIDS SAY THEY LIKE MILK



THEIR TOP 3 REASONS:



BOTH PARENTS & KIDS WANT MILK ON THE MORNING MENU

AN 8 OZ. GLASS OF MILK CONTAINS 9 ESSENTIAL NUTRIENTS

INCLUDING 8 GRAMS OF HIGH-QUALITY PROTEIN

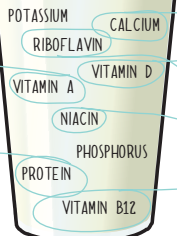


THE MILK CASE OFFERS NUTRITIOUS CHOICES FOR THE WHOLE FAMILY - FROM FAT FREE (AT JUST 80 CALORIES PER GLASS) TO LOWFAT AND FLAVORED OPTIONS

THERE'S A FAVORITE TYPE OF MILK FOR EACH FAMILY MEMBER

NATURALLY NUTRIENT-RICH LIKE NO OTHER BEVERAGE, FAT FREE OR LOWFAT MILK HELPS FUEL AND NOURISH ACTIVE, SUCCESSFUL DAYS.

FOR A HEALTHY IMMUNE SYSTEM



KEY BONE-BUILDING NUTRIENTS

FOR LEAN MUSCLE

FOR ENERGY

SURVEY SOURCE: THE NATIONAL GOT MILK? MILK MUSTACHE CAMPAIGN JUNE DAIRY MONTH SURVEY WAS CONDUCTED BETWEEN APRIL 26 AND MAY 6, 2013, AMONG 519 PARENTS OF 8-12 YEAR OLDS AND 519 8-12 YEAR OLDS.

VISIT THEBREAKFASTPROJECT.COM FOR MORE INFORMATION

