All milk contains a unique combination of nutrients important for growth and development. Milk is the #1 food source of three of the four nutrients of concern identified by the 2015 Dietary Guidelines for Americans: calcium, vitamin D and potassium. And flavored milk contributes only 4% of added sugars in the diets of children 2-18 years.

1. **KIDS LOVE THE TASTE!**
Milk provides nutrients essential for good health and kids drink more when it’s flavored.2,3

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.4,5

3. **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

4. **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

5. **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

5 Reasons Why Flavored Milk Matters

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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.