



“How To” Guide

DAIRY CONCESSIONS



CHOCOLATE MILK

A Champion of Sports Drink



Thank you for your interest in adding nutrient-rich chocolate milk and other dairy products to your concession stand menu! Join Midwest Dairy Council in encouraging students to make smart food choices that include dairy foods, items such as milk, cheese or yogurt, as part of a healthy lifestyle.

How do I get flavored milk, cheese, yogurt and other healthful items to add to our concession offerings?

OPTION 1: You can order healthy snack options from your current school supplier.

Milk, cheese and yogurt are already delivered to your school through your school's nutrition department. This gives you an easy way to purchase chocolate milk for your concession stand. Other dairy items such as cheese and yogurt, and healthy foods such as fruits and vegetables may also be available through your school nutrition department. Contact your school district's Nutrition Director or your school's cafeteria manager to learn how you might work together.

We know students prefer milk in plastic containers. Although your school may serve milk in cartons at lunch, your school's dairy provider may offer milk in plastic bottles that have enhanced appeal when displayed with other less-healthy drinks available through concessions. You may also be able to order shelf stable milk through your school foodservice for better inventory control. This will allow you to store the milk at room temperature and just chill before serving. Even if your school has an exclusive beverage contract with a soda company, federal law allows you to sell milk anytime on school grounds, including concession stands.

OPTION 2: Purchase milk in plastic containers, and individually wrapped cheese or yogurt cups from the local grocery store, club store, convenience store or local dairy delivery service.



How much milk, cheese or yogurt should I order?

Many high school sporting event concession stands sell 200 chocolate milks each game! When ordering, be sure to take into account the “sell by dates” on your purchase.

Dairy products are typically sold through foodservice in the following case packs:

- Milk — 50 8-oz units/case
- Cheese sticks — 168 sticks/ case
- Yogurt — 12, 24 or 48 units per case





Why should I include milk and other dairy items in my concession stand?

Your support can help make a difference in creating healthy students and schools. What you sell in your concession stand will ensure your students and community members are on track toward a healthier future! Dairy's nine essential nutrients — contained in white and flavored milk, cheese and yogurt — play an important role in fueling any active lifestyle. From bone building to muscle strengthening, the nutrients in milk and other dairy products provide a variety of positive health benefits. For example, carbohydrates in milk help to refuel energy, protein works to repair and build muscle, and fluid and electrolytes replenish what is lost in sweat to rehydrate the body. Many high school and college coaches and trainers are encouraging their athletes to drink chocolate milk. Offering chocolate milk on the concession menu will give fans the opportunity to do the same!

Science supports the many health benefits dairy foods provide for the active individual. Research shows chocolate milk to be an effective post exercise beverage for endurance or resistance activities. Research also supports the role whey protein — the naturally occurring protein in milk — plays in improving body composition and managing a healthy weight.

For more information about healthy eating and sports nutrition, visit: midwestdairy.com or dairymakesense.com

How do I promote dairy items to my customers?

TRY THESE SALES GENERATING TIPS:

PRODUCT SAMPLING:

Offer bite-size samples of string cheese, sample size paper cups of milk or yogurt at your concession stand. Or mingle with the crowd and pass around samples to try. Engage student volunteers for sampling whenever possible.

PRODUCT DISPLAY:

Purchase a glass fronted cooler to display dairy and other healthful items. Your dairy supplier may be able to assist you.

SPECIAL OFFER:

Generate excitement by offering a chance to win a free dairy item with purchase. Let customers draw from a bowl of specially marked paper slips or ticket stubs. Or make a PA announcement offering a promotional price at a specific time during the game.

SALES MATERIALS:

Use point-of-sale materials such as banners, posters or table tents at your concession stand that explain the benefits of dairy. Ask your milk supplier to help you obtain appropriate sales collateral at no charge. Or visit midwestdairy.com for available materials for download.

Chocolate Milk
REFUEL YOUR MILK
A CHAMPION OF SPORTS DRINKS

Chocolate milk's unique nutrient package provides a winning combination:

- Protein for muscles
- Carbohydrates and B vitamins for energy
- Calcium and vitamin D for bones
- Potassium for fluid balance
- B vitamins for hydration

They're Called ESSENTIAL for a Reason

1 CALCIUM
2 VITAMIN D
3 RIBOFLAVIN
4 PHOSPHORUS
5 PROTEIN
6 POTASSIUM
7 VITAMIN A
8 VITAMIN B12
9 NIACIN

Milk's nine essential nutrients can help kids and teens grow healthy and strong.
MidwestDairy.com

100% 300 mg, 30% DV*
Build and maintain strong bones and teeth. It helps reduce the risk of stress fractures and osteoporosis later in life and is essential for normal blood pressure.

Vitamin D 100 IU, 20% DV*
Helps calcium for healthy bones.

Phosphorus 245 mg, 20% DV*
With calcium and vitamin D to help keep bones strong.

Flavin 0.46 mg, 20% DV*
Convert food into energy. Plays a vital role in the function of the central nervous system.

Protein 8 g, 16% DV*
Build and maintain lean muscle. Contains all of the amino acids (the building blocks for protein).

Vitamin B-12 1.2 mcg, 13% DV*
Helps for good vision, healthy skin, and a healthy circulatory system.

Potassium 370 mg, 11% DV*
Regulate the balance of fluids in the body and plays a role in maintaining a normal blood pressure.

Vitamin A 490 IU, 10% DV*
Helps for good vision, healthy skin, and a healthy circulatory system.

Niacin 2 mg, 10% DV*
The body's enzymes function normally by turning nutrients into energy.

*Percent Daily Values (DV) are based on 2,000 calorie diet. Daily values may be higher or lower depending on your calorie needs.

© 2012 Midwest Dairy Council