

# Adding Chocolate to Milk Doesn't Take Away Its Nine Essential Nutrients

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.<sup>1</sup>

## 5 Reasons Why Flavored Milk Matters

### 1 KIDS LOVE THE TASTE!

Milk provides nutrients essential for good health and kids drink more when it's flavored.<sup>2,3</sup>

### 2 NINE ESSENTIAL NUTRIENTS!

Flavored milk contains the same nine essential nutrients as white milk - calcium, phosphorus, protein, vitamins A, D and B<sub>12</sub>, pantothenic acid, riboflavin and niacin (niacin equivalents) – and is a healthful alternative to soft drinks.<sup>4,5</sup>

### 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*.<sup>6,7</sup>

### 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.<sup>8</sup>

### 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.<sup>9,10</sup>



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\*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.

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