

# SEE HOW YOUR "MILK" STACKS UP

Does your dairy aisle drink give you **9** essential nutrients for a **QUARTER?**



phosphorus  
vitamin B12  
potassium  
riboflavin  
vitamin A  
vitamin D  
calcium  
protein  
niacin

5 nutrients

vitamin B12  
phosphorus  
riboflavin  
vitamin D  
calcium

4 nutrients

vitamin B12  
riboflavin  
vitamin D  
calcium

2 nutrients

vitamin B12  
vitamin D

4 nutrients

vitamin B12  
vitamin D  
riboflavin  
calcium

## Lowfat Milk

INGREDIENTS: Lowfat milk, Vitamin A Palmitate, Vitamin D3

8 oz. for \$0.25



## Fortified Soy Drink

INGREDIENTS: Soy milk (Filtered water, Whole Soybeans), Evaporated Cane Juice, Calcium Carbonate, Sea Salt, Natural Flavors, Carrageenan, Vitamin A Palmitate, Zinc Gluconate, Vitamin D2, Riboflavin (B2), Vitamin B12

5 oz. for \$0.25



## Fortified Almond Drink

INGREDIENTS: Almond milk (filtered water, almonds), Evaporated Cane Juice, Calcium Carbonate, Sea Salt, Potassium Citrate, Carrageenan, Sunflower Lecithin, Vitamin A Palmitate, Vitamin D2, D-Alpha-Tocopherol (Vitamin E)

5 oz. for \$0.25



## Coconut Drink

INGREDIENTS: Coconut milk (Coconut cream, Water, Guar Gum), Dried Cane Syrup, Calcium Phosphate, Magnesium Phosphate, Carrageenan, Vitamin A Palmitate, Vitamin D2, L-selenomethionine (Selenium), Zinc Oxide, Folic Acid, Vitamin B12

5 oz. for \$0.25



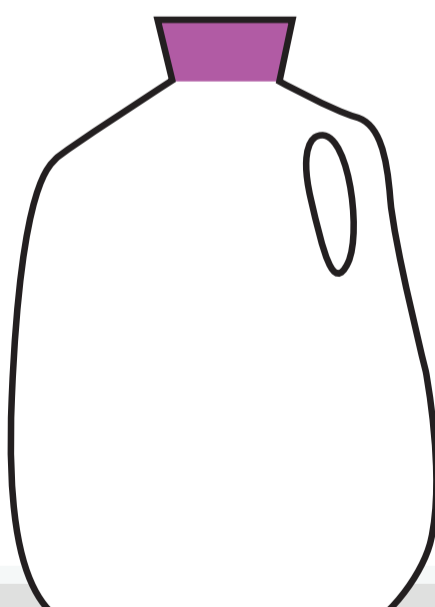
## Fortified Rice Drink

INGREDIENTS: Filtered water, Organic Brown Rice (partially milled), Organic Expeller Pressed Safflower and/or Canola Oil, Tricalcium Phosphate, Sea salt, Vitamin A Palmitate, Vitamin D2, Vitamin B12

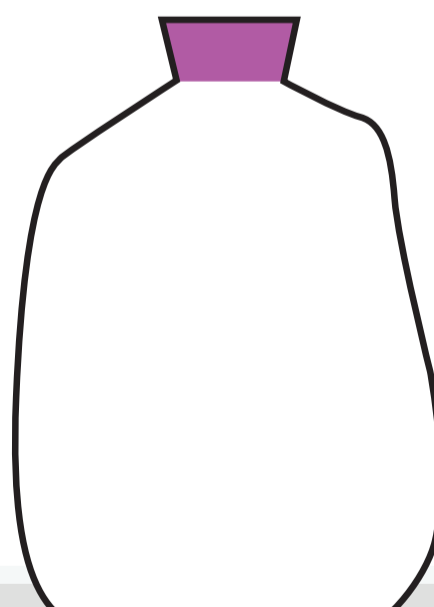
5 oz. for \$0.25



Top reason  
**57% OF WOMEN SHOPPERS**  
don't always buy healthy foods  
**COST!**



**75%** of adults  
**LIKE THE TASTE OF MILK**  
and feel good serving it to their entire family.  
**LESS THAN 30% SAY**  
they feel the same way about soy or almond drinks.



**1 out of 3**  
**MISTAKENLY BELIEVE**  
that soy or almond drinks are naturally nutrient rich

got milk?