

Milk Facts & Fancies

Nutrient-Rich Milk Gets A Flavor Lift

(NAPSA)—Milk has long been the staple beverage served with breakfast, lunch and dinner. The nutrient-rich white liquid packs nine essential vitamins and minerals in one eight-ounce glass, including one-third the amount of calcium kids need for healthy bones. But not all kids love milk in its natural, unflavored form; and parents' urging to drink it because "it's good for you" is not the most enticing way to get kids to drink up.

Dairy processors and beverage companies have gotten creative with new flavors for milk, generating a new interest and excitement in the drink. New tastes include various chocolates, mocha, strawberry, vanilla, fruit flavors and imaginative combinations like vanilla-banana, cookies and cream and pina colada.

Milk is even being mixed with carbonated water to create carbonated milk-based beverages in flavorful combinations. These drinks contain at least 51 percent milk and have the same amount of calcium and vitamins D and A as flavored and unflavored milks.

Do these exciting new flavored milks provide the same beneficial nutrients as unflavored milks? Yes. Flavored milks provide the calcium and vitamins needed for bone health. Kids and adolescents need 800 to 1,300 mg of calcium each day during peak bone growth periods. Flavored milks and carbonated milk-based drinks provide up to one-third of kids' daily calcium needs.

And parents need not be concerned with extra sugar and calories. Like unflavored milk, flavored milks come in many varieties, including fat-free and low-fat varieties. Flavored milks do contain added high fructose corn syrup, about two to four tea-

PUT YOUR BEVERAGE TO THE TEST

Does your favorite make the grade for nutrients?

Based on 8 oz. servings

Beverage	Calories	Total Fat	Carbohydrates	Protein	Vitamin A	Vitamin C	Vitamin D	Calcium
1% MILK	128	2.5g	16g	11g	10%	4%	25%	39%
1% CHOCOLATE MILK	172	2.6g	29g	9g	10%	4%	25%	32%
100% ORANGE JUICE	110	0g	27g	2g	0%	130%	0%	2%
FRUIT DRINK	117	0g	29g	0g	0%	0%	0%	0%
CARBONATED MILK- [*] BASED BEVERAGE	110	0g	19g	9g	10%	4%	25%	35%
SODA	101	0g	28g	0g	0%	0%	0%	0%

Container sizes vary by beverage. Nutrient analysis is based on an eight-ounce serving size. Percent Daily Values are based on a 2,000 calorie diet. Nutrient content for 1% unflavored and chocolate milks are based on California milk samples. ^{*}Carbonated milk-based beverage analyzed contained 55 percent milk. Source: Dairy Council of California ©Dairy Council of California 2003

spoons per serving. Yet in comparison, regular sodas contain up to eight teaspoons of sugar per serving and fruit drinks an equivalent of six to nine teaspoons of sugar per serving. Given the nutrient profile of milk, flavored milks are a better choice over nutrient-void soda and fruit drinks.

Working flavored milks into the menu

Flavored 100 percent milks are a good choice for a beverage

snack. The trick is balance. The Dairy Council of California offers these suggestions:

- select fat-free and low-fat flavored milk options;
- pair flavored milks with pretzels, low-fat cheese and crackers or a piece of fruit to keep overall sugar levels and calories low; and
- check the label for serving size since some containers contain more than one serving.