

Breakfast is Brain Fuel



Flavored Milks

Flavored milks are well accepted by kids and offer a great way to get them to drink more milk. Flavored milks are the smart substitute for less healthy beverages like soda, sweet tea, sports drinks and fruit ades. Research shows:

- Children who drank flavored milk drank more milk.¹
- There was no association between flavored milk intake and percent calories from saturated fat.¹
- Children who drank flavored milk had a lower soft drink intake.¹
- Children who drank flavored milk had higher calcium intakes.¹
- Children who drank flavored milk did NOT have increased sugar intakes.¹

What is flavored milk?

Flavored milk is simply plain cow's milk, with a little added flavoring and sweetener. It is available in chocolate, strawberry, banana, vanilla and other flavors in whole, reduced fat, low fat and fat free varieties.²

How nutritious is flavored milk?

Like all milk, flavored milk is a rich source of calcium, protein, vitamin D, vitamin A, vitamin B₁₂, phosphorus, riboflavin, potassium and niacin. Milk's nutrients, especially calcium, are necessary for developing strong bones and teeth. Each 8-ounce serving of milk, plain or flavored, provides 300 mg of calcium, about one-third to one-fourth of the daily calcium requirement for children.² The calorie level of plain and flavored milks is largely determined by the fat content of the milk.

Do the sweeteners in milk cause hyperactivity?

No. Flavored milks contain less table sugar per 8-ounce serving than cola drinks. According to scientific research, sugar does not cause hyperactivity or mood swings in children.²

Do the sweeteners in milk cause tooth decay?

No. The American Academy of Pediatric Dentistry agrees that chocolate milk is a healthy beverage and, in fact, the calcium, phosphorus and cocoa in chocolate milk actually may protect teeth from decay.²

Does chocolate in milk affect calcium absorption?

No. Chocolate milk contains a small amount of oxalic acid, a compound found in cocoa beans and other plants. The very small amount of this compound in chocolate milk has no significant affect on the availability of the calcium in milk.²

How much caffeine is in chocolate milk?

Each cup of chocolate milk has about 2 to 7 milligrams (mg) of caffeine, the same amount that is found in one cup of decaffeinated coffee. This tiny amount of caffeine in chocolate milk is too small to affect most children. Colas, on the other hand, may contain up to 10 times more caffeine than chocolate milk.²

¹Johnson, Frary, Wang, JADA 2002;102:853-856

² http://www.nutritionexplorations.org/sfs/schoolmilk_flavored.asp

