



# Wake up to Dairy!



Dairy producers, through their checkoff investment are partnering with McDonald's<sup>®</sup>, to bring consumers McCafé<sup>®</sup> specialty coffee drinks. It's coffee with all of the taste and quality of a coffeehouse, plus the convenience and price of McDonald's<sup>®</sup>.

## Quick Facts about McCafé<sup>®</sup>:

- Available in hot and iced varieties and served in 12, 16 and 20 ounce sizes.
- Regional launches of McCafé<sup>®</sup> began in 2008 and will continue in 2009 reaching all 14,000 stores nationwide!
- McDonald's<sup>®</sup> is investing \$100,000 to \$150,000 per store for McCafé<sup>®</sup> - its biggest menu expansion in 30 years!

**At Dairy MAX our passion is to maximize your checkoff dollars by working hard to form partnerships and increase dairy sales.**

**With 80 percent milk, a McCafé<sup>®</sup> wouldn't be the same without the creamy, frothy, foamy goodness of real milk produced by local dairy farmers.**

## Outcome:

15 million pounds of annual milk sales.



# CHEESE

## and America's Dairy Farmers

the stuff legends are made of



Dairy producers, through their investment in the dairy checkoff, are working to help refresh the pizza category and increase sales for pizza products.

Dairy MAX is proud to announce the launch of a new line of six specialty pizzas, known as **Domino's® American Legends, containing 40 percent more cheese.**

The launch is bringing taste to every bite with a cheesy crust and premium toppings to move more dairy products:

- More than 1.73 billion pounds of milk go into making Domino's® cheese annually, which means Domino's® "employs" 91,893 cows a year.
- About 25 percent of total cheese is used on pizza, representing more than 25 billion pounds of annual milk production.
- Each slice provides between 12 and 35 percent of the daily recommended intake for calcium and 10 to 23 grams of protein, depending on the pizza.

**With pizza sales accounting for more than \$32 billion annually, Dairy MAX believes increasing pizza sales benefits dairy producers and the dairy industry!**



### **Outcome:**

1.73 billion pounds of milk goes towards making cheese for Domino's® pizzas.