

GREAT ATHLETES NEED GREAT NUTRITION

Young athletes need the right fuel to sustain energy, help prevent injury and improve performance.

- Provides what the body needs to produce energy and create new muscle tissue, enzymes and other cellular structures involved in energy metabolism.
- Repairs damage from training and everyday wear and tear.
- Keeps muscles, bones, joints, tendons and organs functioning optimally.

HIGH SCHOOL ATHLETES

Squat-lifted a net of
7% more

Bench-pressed a net of
6.7% more

recovering with chocolate milk versus a leading sports drink.

RECOVER STRONG WITH CHOCOLATE MILK

Several studies following a variety of athletes, including high school varsity athletes, show significant improvements in performance indicators – such as strength, speed and endurance – when athletes recovered with chocolate milk instead of water or a traditional sports drink.



Rehydrate. Natural electrolytes and 90% water replace fluids lost during training.



Repair. Protein helps repair muscle damage accumulated during training.



Replenish. Carbohydrates help replace glycogen used for energy during training.

See the research at DairyDiscoveryZone.com/BUILT

COOLERS PLACE CHOCOLATE MILK RIGHT WHERE YOUR ATHLETES NEED IT

Contact your school wellness consultant about getting a free glass-door chocolate milk cooler for your athletic department.



BUILT
w/CHOCOLATE MILK



WAYS TO FUEL YOUR ATHLETES AT SCHOOL



START STRONG WITH BREAKFAST

One in four teenagers skips breakfast – a serious issue for teenage athletes, as they require adequate nutrients for growth as well as athletic performance.

- Those who eat breakfast have an overall higher intake of dietary fiber, B vitamins, calcium, iron and other important nutrients.¹
- Eating breakfast on a regular basis reduces the risk of being overweight.²
- Eating breakfast as a teenager can help establish healthy habits for life.

Grab and Go Breakfast

The most flexible breakfast expansion model in terms of time and location.

- Easily serve a large number of students in a short amount of time.
- Maximize access by serving in high-traffic areas, such as hallways and locker rooms.
- Minimize cleanup with disposable packaging and well-placed trash cans.



FINISH STRONG WITH SNACKS AND MEALS

USDA After-School Snacks and Meals Programs

Fuel later in the day means students are more likely to participate in after-school programming – and it fills a need for students who may not have access to a meal outside of school.

- Improves muscle recovery.
- Helps maintain a healthy weight.
- Boosts mental performance.

Examples of after-school snacks:



Milk chug



String cheese



Yogurt



Banana



Veggie strips



Multigrain crackers

Examples of an after-school meal:



Whole-wheat chicken wrap with baby carrots



Apple slices



Low-fat milk



Email your School Wellness Specialist with the subject “BUILT” for more information.

1. Wilson NC, Parnell WR, Wohlers M, Shirley P. “Eating breakfast and its impact on children’s daily diet.” Nutrition & Dietetics 2006; 63:15-20. 2. Breakfast Eating and Weight Change in a 5-Year Prospective Analysis of Adolescents: Project EAT (Eating Among Teens) Maureen T. Timlin, Mark A. Pereira, Mary Story, and Dianne Neumark-Sztainer Pediatrics 2008; 121: e638-e645.

