

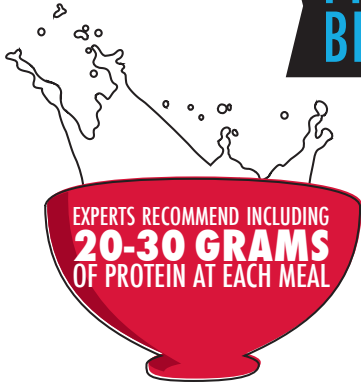
PROTEIN FIGHT CLUB



MILK'S PROTEIN AT BREAKFAST HELPS YOU WIN THE DAY

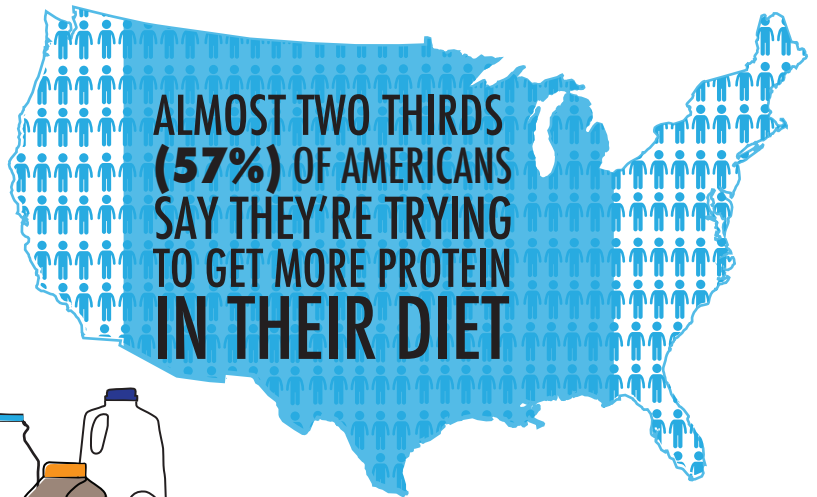
PROTEIN AT BREAKFAST

BREAKFAST IS THE MEAL AMERICANS ARE LEAST LIKELY TO SEEK OUT PROTEIN, BUT MAY BE THE MOST IMPORTANT



EXPERTS RECOMMEND INCLUDING **20-30 GRAMS** OF PROTEIN AT EACH MEAL

On average, adults get about 10-12g OF PROTEIN AT BREAKFAST



ALMOST TWO THIRDS (57%) OF AMERICANS SAY THEY'RE TRYING TO GET MORE PROTEIN IN THEIR DIET

Spreading out your protein throughout the day can optimize how your body uses it - and that means **MAKING SURE YOU INCLUDE ENOUGH PROTEIN AT BREAKFAST.**



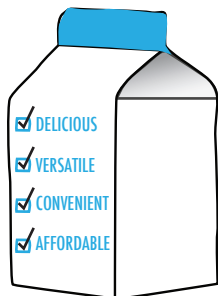
WHY MILK'S PROTEIN



Not all protein sources are created equal. Milk protein is a **HIGH-QUALITY PROTEIN.**



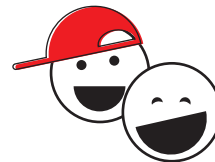
Milk is a delicious, easy and affordable way to get **HIGH-QUALITY PROTEIN** IN THE MORNING



BENEFITS OF PROTEIN

HEALTHY WEIGHT

BUILD MUSCLE



PROTEIN = HEALTHY FULL

PROTEIN IS THE BUILDING BLOCK FOR YOUR BODY FROM MUSCLES TO HAIR, BONES TO TEETH, YOUR BODY NEEDS PROTEIN TO BE STRONG AND HEALTHY



Protein at breakfast can help power you through the morning, **SO YOU CAN WIN THE DAY.**