Chocolate Milk Talking Points*

FOR INFORMATION ONLY – NOT TO BE USED AS A HANDOUT

- Mid-Atlantic Dairy Association promotes low-fat chocolate milk as an ideal post- workout beverage to help the body recover and rebuild, because what people do after exercise can make a difference in how well they feel and perform.
- Science has found that chocolate milk has an ideal combination of proteins and carbohydrates for rebuilding tired muscles.¹ Research even suggests milk may help restore and maintain hydration better than water or certain sports drinks after a workout.²
- Chocolate milk helps to replenish the body after a workout because it contains important nutrients such as carbohydrates and electrolytes (e.g., calcium, potassium, magnesium, sodium). Additionally, milk has a mix of different types of proteins that help with long-term muscle recovery.
- Low-fat chocolate milk is the official refuel beverage of USA Swimming, Ironman and Rock ‘n’ Roll Marathon Series. For more information, visit builtwithchocolatemilk.com.
- For more information about the health benefits of chocolate milk for athletes, go to dairyspot.com.
- MDA promotes low-fat chocolate milk as the preferred post-workout beverage at regional athletic events, such as the Delaware Marathon and through partners such as the Philadelphia Union as well as through PIAA (Pennsylvania Interscholastic Athletic Association), DIAA (Delaware Interscholastic Athletic Association) and MPSSAA Maryland Public Secondary Schools Athletic Association communications and events.

NOTES:

- The above chocolate milk talking points are appropriate for high school age (9th grade and higher) and adults. While chocolate milk is a nutritious choice for a child at any time, Refuel with Chocolate Milk messaging is intended for athletes over age 16 exercising continuously and strenuously for 60 minutes or longer.
- For anyone younger, chocolate milk is not considered a refuel beverage as there is no science to show its effectiveness on a growing body, which may have different needs.
- Visit dairyspot.com to learn more about the nutritional benefits of flavored milk for younger audiences.

*For highly-specific questions regarding chocolate milk and exercise, please your contact Mid-Atlantic Dairy Association promotion relations manager, Stephanie Roscinski at sroscinski@milk4u.org.
Chocolate Milk Refuel Science


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