



# MARKETING RESOURCES GUIDE

## Cool off Summer with Cold Milk!

Strive  
for



### Strive for 35° for freshness and taste!

Follow these smart storage and serving tips to maintain optimum milk temperatures at your site. Click the logo and find tips on how to keep milk cold!

### Cold Storage Best Practices

- Check temperature at delivery and store immediately
  - Best is 35°-40°F. Strive for 35°F!
- Store milk in coldest part of cooler
  - Away from walk-in doors
  - At lowest level
- Allow good air circulation around milk
- Keep cooler vents clear; clean often

### Transportation and Service Tips

- Keep milk refrigerated, on ice, or in insulated totes or coolers
  - If using ice, put cartons in first, then cover with ice so cold air moves down toward milk
- Keep cooler doors/lid closed
- Monitor cooler thermostats and milk temperatures



AMERICAN DAIRY  
ASSOCIATION  
NORTH  
EAST