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Milk Goes Bananas

Flavored Milks Profitable In Drinc/Flav-o-Rich Test

Low-fat flavored milks promoted in plastic containers increase total milk sales and profits according to Lester May, Executive Vice President of Flav-O-Rich division of Dairymen, Inc. Mr May, reporting at the fall meeting of United Dairy Industry Association (UDIA), stated that the success of this market development project has led to the decision to promote four different flavors in separate promotional periods during 1974. The project was done in cooperation with Dairy Research Inc. (DRINC), the product and process development arm of UDIA

"We're facing some tough new competition," according to May. "Coca-Cola was quoted in our paper as saying that the 'new high protein product is intended as an alternative to milk and has been recommended to the U S. Department of Agriculture for use in the school breakfast programs.' I'm happy to say that a spokesman for the Senate Agriculture Committee in Washington reports that the new proposal has not been accepted. But I don't think that they're going to give up that easy.

"We feel that we may be one step ahead of them with the development of flavored low-fat milks," May added. "We feel that

if we can capture just one percent of the soft drink market, we'll be well ahead of the game."

Purpose of the project was to develop low fat flavored milks acceptable to the consumer, to package them in a dramatic new way, and to develop a total marketing program to provide a "uniform and profitable way of selling flavors other than chocolate and eggnog."

Strawberry and banana milks both showed exceptionally strong sales but black cherry, even though fairly successful, will be replaced by vanilla milk next year, according to May. The plastic gallon and half gallon containers allow the customer to see the color through the container and bring new life to the dairy case. A route incentive program took flavored milk sales as high as 51 percent of chocolate volume. "Milk goes bananas" gave TV promotional efforts the fun and brand identification to sell not only the special flavor, but also to increase regular and chocolate Flav-O-Rich milk sales during the promotional period

Final sales data and details of the total marketing plan are currently being assembled for publication by DRINC. The publication will be distributed without charge to encourage other dairies to increase fluid milk sales by application of this tested plan.

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