

Season's Treatings Bring Dairy Best To Holiday Season

TOWSON, Md. — American Dairy Association and the Middle Atlantic Milk Marketing Area are kicking off the 1986 holiday season with a host of dairy specials in their Season's Treatings promotion.

In one of the biggest all-dairy product promotions outside of June Dairy Month, ADA and MAMMA are hosting a seasonal special for milk, butter, eggnog, cheese, sour cream and whipped cream.

"People want to treat their families and treat themselves, so naturally they buy the very best — real dairy products for all their holiday cooking," said Grover Simpson, ADA vice president,

marketing services.

Karen Roepken, senior vice president of Marketing and Economic Research, agrees. "Our attitude and usage research show that consumers believe dairy products are high quality, natural products. When they entertain, they like to serve the best to their guests and that includes dairy foods. Reflecting this preference, butter sales peak during the Thanksgiving-Christmas period. Not surprisingly, eggnog sales increase as well."

This year's holiday promotion includes colorful point-of-sale banners, mobiles, dairy case flags and price channel cards. Pictured

in full color on these cards are seven delicious holiday dairy recipes, created by the ADA test kitchen. They are Classic Butter Cookies, Eggnog Cream Puffs, Whipped Cream Wreath Cake, Cranberry Sour Cream Mold, Glorious Cheese Bells and English Butter Toffee Bars.

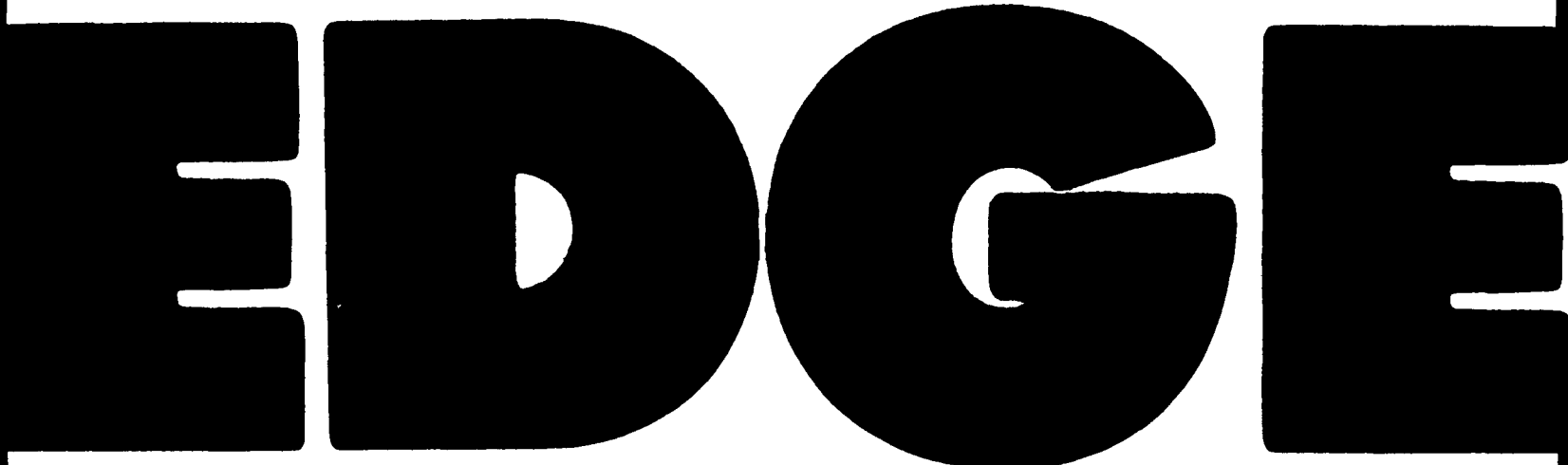
New plastic recipe holders display the Season's Treating recipe booklets, free to local grocery store customers. Selected Season's Treatings recipes will also be featured on the side panels of millions of milk cartons, scheduled to appear in grocery stores nationwide, starting in the middle of November.

ADA is utilizing a new point-of-sale display for the first time — a light trap. This fixture captures

light from the dairy case fluorescent tubes and filters the light through display panels.



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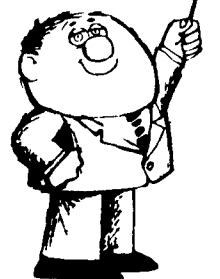
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