

New Jersey's Number One Newspaper Calls On ADADC

SYRACUSE, NY—When New Jersey's largest daily newspaper had a request from a reader on how to make fresh ricotta cheese, the food editor knew just who to call. The American Dairy

Association and Dairy Council, Inc. (ADADC), arranged for expert cheese makers from Biazzao Dairy in Ridgefield to share tips and ticks on how to turn a gallon of whole milk into

homemade cheese in just 20 minutes.

The full-page story, accompanied by two photos, ran in the April 1st edition, perfect timing for the Easter holiday when con-

sumers utilize great amounts of ricotta and mozzarella in Lenten and Easter meals. In his column the week after the story ran, the Star-Ledger food editor said the only time he received more calls from readers about one of his stories was when he printed a story on how to make fresh mozzarella that ADADC had also arranged a few months before.

ADADC also got News 12 NJ TV to feature Biazzao Dairy on their morning news. Here, millions of New Jersey viewers

were taken on site to the cheese facility to see first-hand the steps taken to produce quality, delicious, fresh mozzarella, ricotta, and other Italian-style cheeses. This placement was featured in the morning segments, and an additional taped spot on the noon news.

ADADC is an advertising and promotion agency representing dairy farmers in New York, New Jersey, and Northeastern Pennsylvania.



John Lapichino Sr., from Biazzao Dairy Products, demonstrates how to make ricotta cheese in the Star-Ledger's test kitchen while a photographer captures the process for the newspaper's food pages.



One of the professional photos created by ADADC for newspaper food pages showing moms how to keep milk competitive with other beverages by using gourmet flavored syrups in milk to create fabulous for kids.

ADADC Keeps Milk Competitive

SYRACUSE, NY—Per capita, milk consumption among children 6 to 12 years of age has dropped from 30 gallons per year in 1985 to 24.6 gallons per year in 1996, while consumption of flavored ice teas and carbonated drinks has risen. To keep milk competitive with this age group of milk drinkers, the American Dairy Association and Dairy Council, Inc. (ADADC), has gotten TV anchor persons and newspaper food writers throughout the marketing area to tell moms to make milk more exciting for kids by creating exotic flavors of milk like Raspberry, Peach, Blueberry, and Vanilla.

Flavoring has taken the beverage industry by storm! Snapple has over 45 flavors. Even seltzers, bottled waters, and coffees now come in a variety of fruity and nutty flavors. Borrowing a concept from the very profitable coffee industry, ADADC combined gourmet-flavored syrups, traditionally used only to flavor coffee, with milk. The result—just about any flavor a kid could imagine. Moms can

feel good about adding flavored syrups to milk as ADADC got the "stamp of approval" on the idea from the American Dietetic Association.

The new milk flavoring for kids has been promoted to moms by ADADC on television stations throughout New York, New Jersey, and Pennsylvania, including Buffalo's WKBW-TV (ABC) and WIVB-TV (CBS); Syracuse's WTVH-TV (CBS); Albany's WNYT-TV (NBC); Scranton's WBRE-TV (NBC), and News 12 New Jersey. Albany consumers got a double dose of the flavored milk concept, as the day before the television placement, one to the area's top newspapers, the Troy Record, printed the recipes and photos, including a small color photograph teaser on the paper's front page. Other papers such as the Scranton Times and Auburn Citizen have also published parts of the publicity kit.

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