

# MILK - THE SMART CHOICE FOR CHILDREN'S LUNCH BOXES

Submitted by: Mercieca Ltd

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More than three quarters of British parents would agree that their child's lunch box is healthy but research published by the University of Leeds has revealed that only 1% of children's lunchboxes actually meet the Government's nutritional standards. With over 5.5bn packed lunches being eaten each year in the UK, that's a lot of mums who are looking for nutritious yet tasty ideas for their kids five days a week.

YAZOO, the nation's favourite milkshake, belongs to an exclusive selection of drinks which meet current government legislation for drinks that can be freely sold in schools. Parents can be assured that it is a healthier alternative to high sugar soft drinks and an ideal lunchbox filler, at price that's right.

In fact, consuming milk and other dairy products five or six times a week could boost brain power . It was revealed that those who consumed milk and dairy performed up to five times better than those who consumed less dairy based products. Indeed, YAZOO found that 35% parents admit to giving their child milk to drink to aid their energy levels.

Nearly a quarter of parents admit to giving their 12 to 14 year old child energy drinks to aid energy levels, yet 61% of those parents admitted that they thought energy drinks are not very good for their child's health at this age . Low in fat YAZOO also contains less than 5% added sugar and is free from artificial sweeteners and preservatives. It's not just what's left out that makes YAZOO a healthier alternative to some other soft drinks, it's also packed with calcium and a good source of vitamin B.

Why should kids drink milk?

- Milk is one of the best sources of calcium which is vital for healthy growth and strong bones
- Children between the ages of 7-10 years should get at least 550mg of calcium each day and a small 200ml bottle of YAZOO provides kids with 30% of their RDA , so there's no tastier way of getting calcium into their bodies
- Milk also contains protein which is important for muscles and body strength. A small 200ml bottle of YAZOO contains about 6g of protein and can make a good contribution to the daily protein intake kids need!
- Children who drink milk have comparable or lower BMIs compared to children who don't drink it

According to health expert Dr Jennie Cockroft (Director of Nutrition at Purely Nutrition Ltd), "Many children's drinks have been banned from schools and lunchboxes but because YAZOO contains no artificial sweeteners or preservatives and less than 5% added sugar, your school will be happy for you to pop one in your child's lunchbox to quench their thirst at lunch or to keep them going on the way home. Not only that but you'll be providing your child with a healthy calcium-kick at the same time".

YAZOO is aware that not everyone may like the taste of plain milk, but adding natural flavour is an

effective solution. Available in Chocolate, Strawberry and Banana, YAZOO is available in a choice of bottle sizes and is low in fat, free of artificial sweeteners and preservatives and contains more than 90% milk. One 475ml bottle of YAZOO offers consumers 70% of their recommended daily allowance of calcium as well as other minerals and vitamins.

-Ends-

Notes to editors

- YAZOO is available in Chocolate, Strawberry and Banana in 200ml, 475ml and 1 litre formats
- YAZOO holds a 21.1% value share of total market \*
- Total Flavoured Milk Market Value £179m, MAT 04.02.12 (+11.5% YOY) \*\*
- 72% of Mums have bought flavoured milk for their children in the last 12 months. \*\*
- 61% of 16-34 year olds have consumed a flavoured milk in the last 12 months \*\*

\* Nielsen, Scantrack Total Coverage, MAT 04.02.12

\*\* Relish Brand Research, November 2011

For more information please visit [www.yazoo.co.uk](http://www.yazoo.co.uk)

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