

New Look of School Milk: Cold, Plastic and Easy to Open!

New Survey Reveals What Matters to Kids When it Comes to Choosing Milk

School Milk Package Preference Testing was conducted among a sample of 308 school-aged children, grades 4 through 12, in four markets. Each participant was shown a paperboard carton and plastic bottle of the same flavor, graphics, fat level and brand.

- Eighty-three percent (83 percent) of school children said the school milk in the plastic bottle was "**better overall**" compared to the identical school milk packaged in a paper carton.
- Nearly all (94 percent) school children said that the school milk in the plastic bottle had "**the better container.**"
- Eighty-six percent of school children said that the plastic bottle was "**easier to drink from.**"
- Two-thirds (67 percent) of school children said the plastic bottle was "**easier to open**" than the paper carton.
- Two-thirds (67 percent) of school children said that the milk in the plastic bottle "**had a better flavor**" than the milk in the paper carton.
- Students described the milk in the plastic bottle as **cool, trendy, stylish, new and fun to drink**. They described the paperboard carton as old-fashioned.
- School children were more than **twice as likely to say that they would choose milk when it's served in a plastic bottle** compared to milk in a paper carton.
- Forty-eight percent (48 percent) of school children said that they "**definitely would buy**" the milk in the plastic bottle. Only 20 percent of the school children said that they "would definitely buy" the same product in the paper carton.
- When asked about drink choices at school, **about half (51 percent) of school children said they would choose milk over other beverage options** when the milk was presented in a plastic bottle. When the milk was presented in a paper carton, only 24 percent of school children said they would choose milk over other options.

¹ June 2005 survey of more than 300 school-aged children conducted by Peryam & Kroll Research Corp. on behalf of the National Dairy Council.