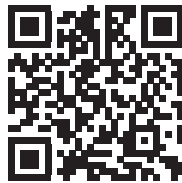


# WHY WINNERS DRINK MILK®

Drinking milk is an Indianapolis 500® tradition recognized by millions, but there are more reasons why milk is considered a champion-worthy drink!



## NUTRITION-PACKED FOR ALL

Milk is an incredible source of nutrition for the value with 13 essential nutrients in every cup of cow's milk — whether it's whole, low-fat, or lactose-free! The vitamins, minerals, and protein in milk help people of all ages support a healthy immune system and build muscle, strong bones and teeth.



## SUSTAINABLE & LOCAL

Milk is one of the most local and sustainable foods in grocery stores, typically traveling from farm to fridge within 48 hours and often less than 100 miles. Plus, 95% of all farms are family owned!



## NATURE'S SPORTS DRINK

Studies show that low-fat chocolate milk is nature's recovery drink and ideal to have within 30 minutes of an intense exercise. Milk has a mixture of protein, carbohydrates, water, and electrolytes that are needed for hydration and rebuilding muscle after exercise.



## COVETED TROPHY

Racecar driver Louis Meyer started 'The Drink of Milk' tradition when he requested buttermilk to quench his thirst after winning the 1936 Indianapolis 500®. The tradition has evolved to include an Indiana dairy farmer handing the iconic glass bottle of milk to the winning IndyCar Series Driver.

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### “GO-TO” FOR GUT HEALTH

Dairy foods are good for your gut! Different dairy products like yogurts, natural cheeses, and kefir play an important role in your gut and overall health, even supporting those with lactose intolerance.



### HELPS BUILD STRONG IMMUNE SYSTEMS

The best offense is a good defense, right? A strong immune system is important to leading healthy, active lives, and nutrition can play a major role in developing one. As part of a balanced diet, dairy foods support immunity.



### BEST BANG FOR YOUR BUCK

Did you know, dollar for dollar, milk is one of the most economical sources of vitamins, minerals, and high-quality protein? In fact, one serving of milk costs less than 25 cents per day! Learn more about the 13 essential nutrients in every glass and how milk compares to other beverages.



### GOOD FOR YOU, GOOD FOR THE PLANET

Using safe and innovative technology, Indiana dairy farmers are committed to reducing their carbon footprint while providing exceptional animal care and delivering fresh, nutritious dairy foods.

