

CHOCOLATE MILK

THE ATHLETE'S SECRET WEAPON



3 REASONS TO CHOOSE CHOCOLATE MILK

1

Chocolate milk naturally contains the ideal combination of protein and carbohydrates to maximize recovery.

2

Chocolate milk contains all of the essential amino acids needed for muscle growth.

3

Chocolate milk is packed with electrolytes to restore fluid lost through hard training.

REFUEL, REBUILD, REPLENISH

Intense competition calls for serious recovery. Chocolate milk has what it takes to help you continue to perform at your best.



When consumed within 30 minutes after a workout, chocolate milk promotes rapid recovery, muscle growth and restoration of the nutrients your body needs the most.



Chocolate milk's unique makeup has been proven to rehydrate better than a commercial sports drink. The natural electrolytes in milk work together to optimize the body's rehydration rate.



Chocolate milk contains dairy protein that powers your performance, while amino acid leucine aids in stimulating muscle growth.

ASK THE SPORTS DIETITIAN

Q

Should I be concerned about the added sugar in chocolate milk?

A: Chocolate milk's sweetness actually contributes to its recovery power. The ratio of carbohydrate to protein is 3:1, which is optimal for recovery from exercise. Plus, the refreshing appeal of flavored milk may encourage consumption just after exercise when appetite may be low.

Q

What advantage would chocolate milk have over solid food?

A: Sports dietitians are all about using food as fuel... and chocolate milk is REAL FOOD! The liquid form provides rapid nutrition to depleted muscles plus ample fluid to replenish the body. Chocolate milk is loaded with potassium, calcium, vitamins, protein, fluid and even a little sodium—all critical nutrients athletes need for recovery.

Q

Would a commercial shake be better?

A: Not necessarily. Many commercial shakes also come with a variety of ingredients that may not be beneficial to athletes. With a simple, natural ingredient list, athletes can be sure of what they're getting with chocolate milk. Protein is also critical. Chocolate milk has a combination of two proteins: whey (fast-acting) and casein (slow-acting) that can kick-start recovery and keep it revved for hours after consumption.

Q

What if my stomach is sensitive to dairy foods?

A: Look for lactose-free options. Some "ultra-filtered" milks will have a higher protein content and are lactose-free, and are a great choice for people who have sensitive stomachs.

WHAT TO DRINK

- Drink fluids that also have key nutrients
- Choose milk (flavored or plain), smoothies or high-water foods
- Eat a nutritious meal and drink at least 8 fluid ounces of water, milk or juice
- Continue drinking fluids steadily for the rest of the day, aiming for 16-24 fluid ounces in the first hour after exercise

WHY CHOCOLATE MILK FOR RECOVERY?

- Best nutrient package to replenish your body's stores
- Tastes great
- Replaces fluid lost during exercise
- Easy to find, pack and carry with you
- No mixing required
- Natural food



If you're feeling...

Headache, dizziness, extreme fatigue, cramping or intense thirst during physical activity, you need to replenish your electrolytes ASAP!

Chocolate milk has natural electrolytes for optimal hydration.



For more information on how to fuel your everyday greatness, scan the QR code or visit: **winnersdrinkmilk.com**

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