

Make ‘Cents’ of Your Summer Treats “Summer Sipper Survey” Results

A new “Summer Sipper Survey” polled more than 1,000 moms across the U.S. about their family’s summer snacking habits. Check out the results below to learn what’s going in their grocery carts, and how you can beat the heat.

Moms Want More From Their Summertime Snacks

According to moms surveyed, 92 percent were interested in finding healthy snack alternatives. Plus most moms (84 percent) look for alternatives to sweet summertime drinks. See how milk stacks up against a variety of beverages in cost and nutrients by using the value tools on whymilk.com.

Summer Spending on the Rise

The temperature isn’t the only thing rising this summer. According to the survey, almost half of moms (46 percent) report their grocery bills go up in the summer. With kids at home more during this time, it’s even more important to focus on the nutritional *and* economical value of food choices to tame bulging bills.

Summer Drinks Should be Delicious *and* Nutritious

Fruit drinks (56 percent) and frozen juice drinks (43 percent) ranked among kids top choices for summertime beverages, meaning kids and moms alike are missing out on opportunities to drink in more nutrition. Milk contains essential vitamins and minerals and offers more nutrients per penny than almost any other beverage option in the supermarket. At less than \$.25 per glass, milk is a true bargain when you think of all the liquid assets inside, including calcium, vitamin D, protein, vitamin A and potassium.

Make Your Own Summer Treats – It’s Easy!

More than half of the moms (57 percent) surveyed report buying summery treats at the grocery store. However, making cool treats at home like a Banana Delight smoothie can save money and pack a nutritional punch! Plus, making snacks at home is a great way to get kids into the kitchen...and teach them about the importance of nutrition at the same time.

For more information, please contact Ashley Gilmore, 312-988-2320 or agilmore@webershandwick.com

Methodological Notes

The "*Summer Sippers Survey*" of a random sample of 1,030 moms 18+ with children in the home was conducted in June 2009 by Impulse Research, Los Angeles using an e-mail invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. population ages 18 and older. The overall sampling error for this survey is $\pm 3\%$ at the 95% rate of confidence.

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