



## Nation's Leading Dairy Processor Removes 26 Million Pounds of Sugars from Chocolate Milk But Keeps the Taste Kids Love

- *TruMoo® chocolate milk launches nationwide with lower sugar, fewer calories, no high fructose corn syrup*
- *TruMoo starts with fresh white milk and is made at [regional dairies across the U.S.](#), including Dean's®, Garelick Farms®, Alta Dena®, Meadow Gold®, LAND O LAKES®, Mayfield®, Tuscan® and others*
- *Consumer taste tests favor TruMoo over national brands, chocolate drinks, and the Dean Foods own previous flavored milk formulas*
- *TruMoo recently recognized with the "Parent Tested Parent Approved" seal of approval*
- *Tens of thousands of schools across the country converted to fat-free TruMoo at the start of the school year, meeting [proposed USDA nutrition standards for school meals](#) ahead of the implementation*
- *Launch supported by couponing, national TV and print advertising, and a unique sponsorship with The Hub's show "Majors and Minors"*

DALLAS, AUGUST 30, 2011 – [Dean Foods](#) (NYSE: DF) today announced the nationwide retail launch of [TruMoo®](#), a better-for-you chocolate milk made with fresh white milk brought to you by regional dairies across the country. TruMoo milk contains just 40 more calories than plain white milk per serving and is made without high fructose corn syrup. To find coupons, TruMoo retailers, and a [Switcheroo Calculator](#) that compares TruMoo milk's nutrition facts to other beverages, visit [www.TruMoo.com](http://www.TruMoo.com).

With 15-20 percent less sugar and no high fructose corn syrup, TruMoo represents a win-win solution in the debate over serving flavored milk in schools. It has already received well-deserved nods of approval from parents and school nutrition directors across the nation. The fat-free TruMoo milk served in schools contains only 130 calories per serving and 10 grams of added sugar, compared to previous chocolate milk formulas made with high fructose corn syrup and up to 180 calories and 16 grams of added sugar. With some regional variations, most TruMoo milk available at major retailers is lowfat (1%) with just 150 calories and still only 10 grams of added sugar. Developing and improving products is a constant focus of Dean Foods, and in the last year, the company removed more than 26 million pounds of sugars from chocolate milk, representing 40 billion calories. Assuming an average 2,000-calorie diet, that's the daily calorie intake of everyone in the state of New York or more than the population of the five largest cities in the U.S.

"Unlike some other chocolate drinks, TruMoo starts with fresh white milk at the regional dairy. It tastes so good because we use pure cocoa and just the right amount of sugar," said Andrea Carrothers, MS, RD, and Nutrition Communications Manager for Dean Foods. "Dean Foods recognized that if we could strike the right balance of ingredients, flavored milk wouldn't need as much sweetener. With that in mind, we began creating and testing new formulas in 2008. Our aim was simple: develop a nutrient-rich chocolate milk that moms and schools could feel good about serving and with a taste kids prefer. We found TruMoo

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milk to be the clear winner in our taste testing, even beating out some of the strongest brands in our own portfolio. We also had a clear objective to remove high fructose corn syrup, an increasing request from our customers and consumers.”

After successful regional retail and school pilots in the Northeast and Pacific Coast regions, virtually all of the flavored milk across [Dean Foods' family of regional brands](#) is converting to TruMoo, making it one of the largest milk brands in the country by sales and by volume.

“It’s my job to offer the freshest product on the shelf. It’s a good product, and sales say it all,” said Julie Babyak, Dairy Sales Manager, [Big Y Supermarkets](#) based in Springfield, MA, with stores in Massachusetts and Connecticut. Big Y Supermarkets carries Garelick Farms brand dairy and participated in the TruMoo pilot. “The customers are very excited and have responded very well. Mothers have even come up to me in the store and said it’s great that we’re offering chocolate milk without high fructose corn syrup.”

Earlier this year, [Fairfax County Public Schools](#) outside Washington, D.C., gained national attention by reversing a chocolate milk ban to partner with the Dean Foods local Shenandoah’s Pride brand to bring chocolate milk back into the cafeteria. The Shenandoah’s Pride milk served as a TruMoo pilot and was converted to the TruMoo branding in August.

Some consumers may recognize the TruMoo brand before it officially hits store shelves. In May, the Wendy’s restaurant chain began offering TruMoo as part of its [beverage portfolio](#) from coast to coast.

The flagship TruMoo flavor is chocolate sold as 1% lowfat milk in retail, fat-free in schools. Depending on regional and retailer variations, other varieties include strawberry, vanilla and coffee flavors and are available in gallons, half gallons, quarts and single serve (10-, 12-, 14- and 16-ounce) bottles. TruMoo milk is offered in school and foodservice settings in half-pint containers.

To learn more about TruMoo milk and its nutrition information, visit [www.TruMoo.com](http://www.TruMoo.com), [Facebook](#) or [Twitter](#).

The [Dean Foods family of brands](#) making TruMoo regionally with fresh white milk include:

- Alta Dena<sup>®</sup>
- Barber’s<sup>®</sup>
- Berkeley Farms<sup>®</sup>
- Broughton<sup>™</sup>
- Brown’s Dairy<sup>®</sup>
- Country Fresh<sup>®</sup>
- Creamland<sup>™</sup>
- Dean’s<sup>®</sup>
- Gandy’s<sup>™</sup>
- Garelick Farms<sup>®</sup>
- Hygeia<sup>®</sup>
- Jilbert<sup>™</sup>
- Knudsen<sup>®</sup>
- LAND O LAKES<sup>®</sup>
- Lehigh Valley Dairy Farms<sup>®</sup>
- Louis Trauth Dairy Inc.<sup>®</sup>
- Mayfield<sup>®</sup>
- McArthur<sup>®</sup>
- Morning Glory<sup>®</sup>
- Meadow Brook<sup>®</sup>
- Mead -more-
- Model Dairy<sup>®</sup>
- Oak Farms<sup>®</sup>
- Pet<sup>®</sup>
- Price’s<sup>™</sup>
- Purity Dairies
- Reiter<sup>™</sup>
- Shenandoah’s Pride<sup>®</sup>
- Swiss Premium<sup>™</sup>
- T.G. Lee<sup>®</sup>
- Tuscan<sup>®</sup>

TruMoo milk in California will differ slightly in nutrition composition due to different regulatory requirements for dairy in that state.

### **ABOUT DEAN FOODS**

Dean Foods is one of the leading food and beverage companies in the United States and a European leader in branded soy foods and beverages. The Company's Fresh Dairy Direct-Morningstar segment is the largest U.S. processor and distributor of milk, creamer and cultured dairy products. These offerings are marketed under more than 50 local and regional dairy brands, as well as through private labels. The WhiteWave-Alpro segment produces and sells an array of branded dairy, soy and plant-based beverages and foods. WhiteWave brands, including Silk® soy and almond milk, Horizon Organic® milk and dairy products, International Delight® coffee creamers and LAND O LAKES®\* creamers, are category leaders and consumer favorites. Alpro is the pan-European leader in branded soy food products.

\*The LAND O LAKES brand is owned by Land O'Lakes, Inc. and is used by license.

### **FORWARD-LOOKING STATEMENTS**

Some of the statements in this press release are "forward-looking" and are made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995. These "forward-looking" statements include statements relating to, among other things, our ability to successfully launch, and benefit from, new products. These statements involve risks and uncertainties that may cause results to differ materially from the statements set forth in this press release. The Company's ability to profit from its branding initiatives depends on a number of factors including consumer acceptance of the Company's products, many of which are beyond the Company's control and which are described in the Company's filings with the Securities and Exchange Commission. The forward-looking statements in this press release speak only as of the date of this release. The Company expressly disclaims any obligation or undertaking to release publicly any updates or revisions to such statements to reflect any change in its expectations with regard thereto or any changes in the events, conditions or circumstances on which any such statement is based.

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