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Field Facts

October 1, 2020

Field Facts focuses on subjects that have arisen as a result of speaking with our customers and prospective customers, visiting trade shows, and feedback from our reps all over the globe.

Diversifying Dairy Demand

Good people are out there promoting a broader context of use of dairy products including in our 'fast food' restaurant chains. Mike Ciresi of Taco Bell in one of them - he has created and developed tastier new recipes and also promoted the use of more dairy in places like McDonalds. An awesome offer was extended to give graduates this year free Pizzas (from Domino's Pizza) as they were not able to have their traditional graduation or relevant celebrations.

Integration of more milk into coffee drinks is also a big boost! These activities are especially significant as once items are integrated into the menu of a fast food restaurant chain, the consumption typically increases substantially, and it continues to offer good opportunities for selling dairy products!¹

1. <http://bit.ly/DairyHerdLink2>

