



**Introducing NEW TruMoo Calcium Plus low fat chocolate milk, with 50% more calcium per serving than regular low fat white milk.**

**Product Description:**

Like regular TruMoo, TruMoo Calcium Plus chocolate milk contains no high fructose corn syrup, no artificial growth hormones and no artificial sweeteners – but with 50% more calcium per serving than regular low fat white milk.

With the same great chocolatey TruMoo taste that kids (and adults!) love, TruMoo Calcium Plus milk is the delicious and nutritious choice to meet daily calcium needs.

**Product Benefits:**

“Calcium is one of the most important minerals for the human body. Not only is calcium essential for building strong, healthy bones, it also helps muscles, nerves and hormones function optimally.” – Katherine Brooking, MS, RD, Appetite for Health


According to the National Institutes of Health, boys ages 9-13, girls ages 9-18, women over 50, and men over 70 are failing to meet their daily calcium requirements from diet alone. Incorporating foods and drinks rich in calcium, like TruMoo Calcium Plus, can help meet important calcium needs.

**Packaging & Availability:**

TruMoo Calcium Plus will be available in half gallon bottles in the dairy case at grocery and convenience stores nationwide on January 15, 2016.

For more information about TruMoo Calcium Plus and other TruMoo milk varieties, please visit [www.TruMoo.com](http://www.TruMoo.com).

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