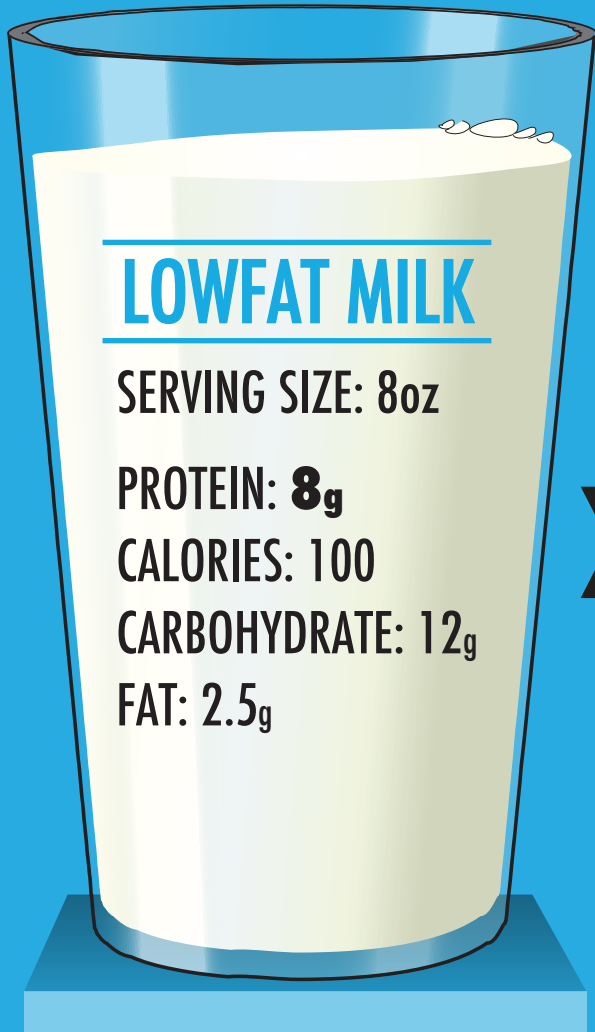


# PROTEIN FIGHT CLUB

MILK'S PROTEIN AT BREAKFAST HELPS YOU WIN THE DAY.

Win the day by starting each morning with milk. Milk is a breakfast powerhouse packed with 9 essential nutrients, including **8 grams of high-quality protein in an 8 oz. glass**. Protein at breakfast can help power you through the morning so you can win the day, but not all protein sources are created equal. **Milk delivers winning high-quality protein in any breakfast battle.**



**BREAKFAST CHAMPION**

**VS.**



## ORANGE JUICE

SERVING SIZE: 8oz

PROTEIN: **2g**

CALORIES: 120

CARBOHYDRATE: 29g

FAT: 0g

Naturally nutrient rich like no other beverage, milk is a breakfast powerhouse. It has nine essential nutrients, including high-quality protein to build muscle, calcium and vitamin D to strengthen bones and B vitamins for energy.



## OMELET

SERVING SIZE: 1 Omelet

PROTEIN: **30g**

CALORIES: 410

CARBOHYDRATE: 7g

FAT: 29g

Milk is a delicious, easy and affordable way to get high-quality protein in the morning.



## BREAKFAST BURRITO

SERVING SIZE: 1 Burrito

PROTEIN: **12g**

CALORIES: 300

CARBOHYDRATE: 26g

FAT: 16g

Whether in a glass, cup or bowl, milk helps power up your morning meal.



## BREAKFAST SAUSAGE

SERVING SIZE: 1 Serving

PROTEIN: **9g**

CALORIES: 160

CARBOHYDRATE: 0g

FAT: 14g

Whether lowfat or fat free, all milk has 9 essential nutrients, including high-quality protein for the whole family.



## BAGEL WITH CREAM CHEESE

SERVING SIZE: 1 Bagel w/ Cream Cheese

PROTEIN: **13g**

CALORIES: 410

CARBOHYDRATE: 58g

FAT: 14g

Spreading out your protein throughout the day can optimize how your body uses it – and that means making sure you include more protein at breakfast.



## EGGS

SERVING SIZE: 1 Large Egg

PROTEIN: **6g**

CALORIES: 70

CARBOHYDRATE: 0g

FAT: 5g

Milk has more protein than an egg!

got milk? got protein.

VISIT [GOTMILKGOTPROTEIN.COM](http://GOTMILKGOTPROTEIN.COM) TO SEE THE POWER OF MILK IN ACTION.

Nutrient data from USDA National Database for Standard Reference, Release 25 and based on nationally representative products for comparison. For complete nutrition information, visit [TheBreakfastProject.com](http://TheBreakfastProject.com).