

Increase Sales with the Fastest Growing Milk Brand!

upsell
register ring



- ✓ YUP! is the **fastest growing Milk brand (+72%)**, driving category growth (+2%)
- ✓ YUP! Double Chocolate is the fastest growing flavor
- ✓ Chocolate, Vanilla and Strawberry sales are up 70+%
- ✓ Suggested Retail Price: \$1.99 or less
- ✓ Retailer Margin: 35+%



NEW in 2017
Low-Fat Ultra-Filtered
Milk



Place 1 shelf of Yup! in
your Dairy section