



FACTS AND BENEFITS: DOMINO'S AND McDONALD'S PARTNERSHIPS

Highlights March 2014

Domino's Partnership

1. **FACT:** Last year, farmer-funded chefs presented innovative, cheese-centric menu items to the Domino's Innovation team that went right to consumer testing. They scored so well that the chefs are collaborating with the Domino's R&D team to determine how to develop and market them.

FARMER BENEFIT: These dairy-based menu innovations lead to additional pounds of dairy used at Domino's and through catalytic impact at other pizza restaurants.

2. **FACT:** State and regional organizations are collaborating with the Domino's® Smart Slice team to grow fresh pizza sales in schools. The "MyPlate, MyPizza, My Farmer" pilot conducted at a middle school in Ohio last year was successfully replicated in Kansas, resulting in new sales for Domino's Smart Slice.

FARMER BENEFIT: When we take the strength of a national partnership to a local level and collaborate in schools, we can create win-win-win situations throughout the school channel. New pizza sales in schools leads to incremental dairy sales.

McDonald's Partnership

1. **FACT:** Checkoff is funding four full-time onsite dairy scientists at McDonald's; who are working on over 27 new menu ideas where dairy is a key ingredient.

FARMER BENEFIT: The McDonald's partnership aims to move an additional three billion pounds of milk through the 3 year period of this contract (solids basis) through menu innovations with checkoff staff leading the development of new menu items.

2. **FACT:** McDonald's continues to refresh their menu with exciting line extensions including new Pralines & Cream McFlurry, White Chocolate Mocha and Chocolate Covered Strawberry Frappe, all of which launched nationally over the last few months.

FARMER BENEFITS: Line extensions keep McDonald's menu new and impactful leading to incremental sales of dairy.