



**FACTS AND BENEFITS:
TACO BELL and PIZZA HUT PARTNERSHIPS
Highlights March 2014**

Taco Bell Partnership

1. FACT: The Taco Bell partnership continues to leverage DMI resources, including two onsite dairy scientists, a nutrition advisor, an insight lead and strategic support to achieve the goal of growing dairy on the menu by 5.9%.
2. FACT: Taco Bell is launching its breakfast menu nationally on March 27 with the majority of menu items containing dairy. Taco Bell is continuously looking for new, innovative concepts to add to the menu.
3. FACT: In February, checkoff staff presented unique, dairy-inclusive concepts, including some “better for you” options, to Taco Bell. The concepts were developed from the Innovation Center for US Dairy’s Breakfast Lab insights. Some of these concepts will move into testing and potentially onto the breakfast menu.

FARMER BENEFIT: In 2014, Taco Bell plans to grow dairy volume by an estimated 100 million milk pounds through new product innovation and adding new day parts (breakfast, snacking).

Pizza Hut Partnership

1. FACT: In January, the Pizza Hut partnership was solidified with the hire of a full-time onsite dairy scientist. Our new dairy scientist has an extensive background in cheese and is quickly adding value to the Pizza Hut menu innovation team.

FARMER BENEFIT: The dairy industry is benefiting from having a cheese expert representing the best interests of dairy farmers based at the largest pizza chain in the world.

2. FACT: Checkoff staff is helping Pizza Hut understand the dynamics of the school channel as Pizza Hut is enhancing their Fresh Delivered School Pizza Program. In addition, checkoff coordinated development of nine new pizza concepts that meet school nutrition regulations, which were presented to Pizza Hut in December. Hawaiian BBQ has already been confirmed to be included on the 2014-15 Pizza Hut School Menu.

FARMER BENEFIT: Pizza Hut will help grow the overall pizza category at schools by offering delicious, nutritious fresh delivered pizza which meets school nutrition regulations. This will contribute to significant new dairy utilization.