

#LOVEDAIRYAGAIN EVENT A SUCCESS



Atlanta (Feb. 14, 2018) – The Dairy Alliance celebrate Valentine’s Day by helping people fall in love with dairy again.

February is the month of love and mending relationships. It is also Lactose Intolerance Awareness Month. Many people are heartbroken after “breaking up” with dairy because of misconceptions about lactose intolerance. Since breaking up is hard to do, The Dairy Alliance hosted a Valentine’s culinary event for social media influencers, including dietitians, media personalities and community partners to celebrate that it’s possible to fall in love with dairy again, even if you are sensitive to lactose.



Present at the event included Publix®, Kiss 104.1 FM, Food and Wine Magazine and Cabot® Cheese, along with special guest, Toby Amidor, who is a dietitian, chef and best-selling cookbook author.

This exclusive event, held at Publix® Apron’s Cooking School in Alpharetta, GA on Wednesday, February 7th, allowed guests to taste and sample low-lactose dairy products and learn culinary strategies to manage symptoms. The conversation- using #lovedairyagain- garnered over 1.6 million impressions and 868 engagements.

“This type of social media event is very cost effective. In just 3 hours our dairy messages reached way beyond these four walls,” stated Lanier Dabruzzi, Senior Manager of Food and Nutrition Outreach.

ABOUT THE DAIRY ALLIANCE

On behalf of dairy farm families, the non-profit the Dairy Alliance, works with schools, health professionals, retailers, dairy processors and the public to promote dairy foods. For more information, visit thedairyalliance.com.