



# THE DAIRY ALLIANCE

## A Partnership, An Alliance.

As a part of the National Dairy Council and funded by US dairy farmers, The Dairy Alliance is dedicated to bringing new ideas, innovation and dairy inclusive menu integrations to foodservice operators.

Why partner with us?



You gain access to special resources designed to develop and implement intelligent strategies for dairy-inclusive menu items to better drive food and beverage sales and traffic growth.

### DAIRY INDUSTRY & INGREDIENT EXPERTS

- SCIENCE-BASED DAIRY INDUSTRY RESEARCH
- CHAMPIONS OF INNOVATION
- DAIRY INDUSTRY MARKET IMPLICATIONS

### DELIVERING EMERGING INSIGHTS

- CUSTOMIZED CUSTOMER RESEARCH
- FOOD & BEVERAGE TREND REPORTS
- MARKET FORECASTING

### CULINARY INNOVATION SUPPORT

- MENU & RECIPE INNOVATION
- NEW PRODUCT DEVELOPMENT
- OPERATIONS & COMMERCIALIZATION SUPPORT

## CONNECTING WITH FARMS

We're dedicated to animal welfare, the environment and ensuring dairy is produced responsibly and ethically.



### ACCESS TO EXTENSIVE RESOURCES



LIMITED-TIME OFFERS



TURN-KEY PROGRAMS



MARKET TESTING



PRODUCT DEVELOPMENT



PROMOTIONS

**COLLABORATE WITH US.** Let's work together to develop a long-lasting partnership and create mutually beneficial programs that promote dairy on menus. Visit [TheDairyAlliance.com/food-service/](http://TheDairyAlliance.com/food-service/) to learn more.