**Opportunity:**

"Soft drink companies have been marketing what we call liquid candy in high schools and some middle schools for many years now, and that's certainly contributes to the childhood obesity epidemic, Michael Jacobson, executive director of the Center for Science in the Public Interest, said on CBS News “The Early Show." It will be great to get rid of them. Public health experts point to all the sugar-sweetened beverages as a key source of excess calories that can cause childhood obesity. They stated such drinks should be banned in schools in favor of water, low-fat or nonfat milk and 100 percent fruit and vegetable juices with no added sugar. These facts along with the following conversation with a teacher who ran a school store at a local high school here in Hartford CT set the wheels in motion for our group. We were told of the days in which Coca Cola had eleven soda machines in this one school. This particular teacher talked of the volume of sodas sold in that school each day and the thousands of dollars in revenue that Coca Cola made in this one school alone. Then in 2006, Connecticut became one of the first states to pass a statewide law banning public schools from selling soda and other sugary beverages, including Powerade, to fight childhood obesity. This resulted in a $4.5 million dollar loss in revenue for Coca Cola. Wow! What a huge impact on sales for all soda companies including Coca Cola. In this ever changing global world we live in, new laws always bring about challenges for companies to retool or rebrand themselves with new and innovative products that consumers will want. So what did Coca Cola do? They responded to these health concerns and developed a 7.5 ounce, 90 calorie can of soda as well as the first soda sweetened with stevia which at the time was very new. We see this loss of revenue by the soda industry and Coca Cola in particular as an opportunity to help Coca Cola get back into the school systems with a drink that will not only help with the obesity problem but increase Coca Cola’s product offerings and ultimately increase their revenue share. What if we could make a simple glass of milk taste better? In other words “milk the way you want it”…or .

**Product**

We would like to introduce to you our new milk product NuMoo. NuMoo is an all-natural flavoring when added to milk will give you a new and exciting burst flavor that will tickle your taste buds without the added harmful chemicals. NuMoo will allow Coca Cola to tap into a market that seemed lost forever. We can see flavor shot machines located next to milk machines in elementary, middle, high schools and on every college campus. We see the flavor packets being bought by consumers at local grocery stores, through vending machines, or anywhere milk is sold. Imagine “milk the way you want it.”

**Defend Your Product**

According to the National Dairy Council, milk is filled with nine essential nutrients that benefit our health:

* Calcium: Builds healthy bones and teeth; maintains bone mass
* Protein: Serves as a source of energy; builds/repairs muscle tissue
* Potassium: Helps maintain a healthy blood pressure
* Phosphorus: Helps strengthen bones and generate energy
* Vitamin D: Helps maintain bones
* Vitamin B12: Maintains healthy red blood cells and nerve tissue
* Vitamin A: Maintains the immune system; helps maintain normal vision and skin
* Riboflavin (B2): Converts food into energy
* Niacin: Metabolizes sugars and fatty acids

Milk is an import part of a person’s life and it packs quite a punch when it comes to nutrition. It is easy to see why the soda industry has taken such a hit on the obesity front with the high sugar content and additives. But as you know American’s love flavor and soda comes in many flavors and milk does not. In our research we found three flavors of milk, the natural, chocolate, and strawberry. Why not increase the choices people have for milk? Milk the way you would like it. This led our group to come up with NuMoo an innovative flavoring system that is added to your milk giving it a unique taste of your choice. Imagine getting all the benefits of milk with exciting new tastes, all while fighting obesity and promoting a person’s well-being. The potential growth is endless, new flavors can be developed to fit specific needs of people in different states or countries for that matter. A win-win situation for all involved.

We decided to do a taste test at our school during our lunch periods. We surveyed 150 people with two of our suggested tastes, NuStrawberry and NuRasberry Lemon. The results were very favorable with 60% of the people liking the taste of both of the drinks while NuRasberry Lemon was the overall winning taste with 80% approval rating. These findings made it clear that this new innovative product has potential, and with more promotional work could be a real winner for Coca Cola.

Imagine “milk the way you want it!”

**Marketing Pitch**

Do you like milk? Do you like the benefits that you get from milk? Then what is the problem? Oh yes…the taste, just not enough choices out there. We would like to introduce to you our new milk product NuMoo. NuMoo is an all-natural flavoring when added to milk will give you a new and exciting burst flavor that will tickle your taste buds without the added harmful chemicals. Wouldn’t it be great to just pour and drink? That’s it; pour it in and you get a delicious refreshing and nutrient dense drink that you will love. So…what are you waiting for? Get out there and find us in your local schools and shopping centers.

**Customers**

*Demographics*

Boys and girls grade school age that drink milk but would like an interesting new taste for their milk. Parents that want their kids to drink more milk and know when the kids have a choice of flavor it increases the chances the kids will drink it.

*Geographic’s*

Our population can live anywhere to get our product. We do see definite possibilities in India and China. These countries have seen the greatest increase in the milk consumption over the past three years.

*Psychographic*

People who want the best for their kids, health conscious people, people who would buy other soft drinks for their kids but want to get away from the sugar and unhealthy components of these drinks.

*Buying Patterns*

Behaviors of our consumers would be people who purchase milk each week, people who want to promote health by their purchasing power.

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**Logo/Product Designs**

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