**2025 June Dairy Month Food Month Key Messaging Guide**

**Campaign Theme**"Power Up with the Dairy Aisle"

**Core Value Proposition**The dairy aisle delivers protein-packed, nutrient-rich, and highly adaptable products that support healthy habits and evolving lifestyles—from high-protein breakfasts to snackable options and culinary creativity.

**Primary Messages**

**Primary Messages**

**1. Nutrition That Powers You**

* 74% of U.S. adults consume eggs for their health benefits​
* 67% consume yogurt, and 63% consume cheese for similar reasons​
* 81% say yogurt or cottage cheese offers an easy way to enjoy a high-protein breakfast​
* Dairy is an easy, everyday source of protein and satisfaction—perfect for meals and snacks

**2. Diverse Choices for Every Preference**

* 40% of U.S. adults identify as flexitarians​
* 61% purchase dairy and plant-based alternatives on the same grocery trip​
* 71% of Gen Z and 72% of millennials do so regularly​
* This aisle meets a range of needs—from lactose-friendly to plant-curious—without compromising taste or nutrition

**3. Premium Taste, Trusted Quality**

* 45% of adults prefer brand-name yogurt; 39% prefer brand-name cheese and butter​
* Over 80% say they’re impressed by advancements in dairy alternatives that match real dairy in taste​
* Yogurt, cheese, butter, and plant-based milks deliver consistent flavor and satisfaction, whether brand-name or private label

**4. Smart Shopping, All Summer Long**

* 65% of adults say they often purchase unexpected items in the dairy aisle​
* 76% of parents say the same, revealing high impulse potential​
* Consumers increasingly recognize dairy as a versatile and valuable shopping category

**Seasonal Emphasis (June 2025)**

**Everyday Occasions**

* Balanced breakfasts and protein-rich snacks
* Summer road trip essentials (yogurt, cheese sticks, milk alternatives)
* Dips and cheeses for summer parties
* On-the-go nutrition for kids home from school
* Ingredient staples for grilling season sides and salads

**Timely Solutions**

* Easy meal assembly for summer camps and travel days
* Dairy-forward salads, smoothies, and picnic boards
* Healthful swaps for plant-curious shoppers
* Cold, high-protein options for hot weather cravings
* Family-friendly, fridge-ready choices

**Consumer Benefits to Highlight**

**Convenience**

* Ready-to-enjoy options for breakfast, lunchboxes, and snacks
* Supports flexible meal prep and hybrid schedules
* Great for spontaneous gatherings or low-effort meals
* Makes high-protein mornings easier and faster​

**Value**

* Reduces food waste with longer shelf life than produce
* Offers multi-use ingredients across recipes
* Affordable mix of national, premium, and private-label options
* 76% of adults noticed more organic private-label options​

**Quality**

* Trusted for taste, satisfaction, and nutrition
* Premium and brand-name dairy lead top consumer picks
* Includes familiar and alternative-friendly items that support wellness
* Consumers link eggs, cheese, and yogurt directly to health benefits

**Versatility**

* Traditional and plant-based options can be used side-by-side
* One aisle serves many styles of eating: low-carb, high-protein, flexitarian, and family-style
* Encourages creativity across meals, snacks, and entertaining

**Practical Applications**

**Meal Solutions**

* High-protein breakfasts to start the day
* Easy lunchbox builds with cheese, dips, and dairy snacks
* Summer smoothie boosts with yogurt or plant milks
* Simple summer meals in minutes
* Cheese boards, dips, and apps for entertaining

**Kitchen Tips**

* Mix dairy and dairy-alternatives for taste + performance
* Store yogurt and dips properly for optimal use
* Read nutrition labels for protein and macronutrients
* Use dairy as a foundational ingredient in salads, bowls, and wraps
* Prep with balance: pair cheese and fruit, yogurt and grains, etc.

 **Call-to-Action Messages**

**Digital Engagement**

* “Find dairy-fueled inspiration at EasyHomeMeals.com”
* “Follow @EasyHomeMeals for protein-packed summer recipes”
* “Show us your creations with #JuneDairyMonth”
* “Reimagine your cheese board with bold dairy favorites”

**Shopping Guidance**

* “Check the dairy aisle for smart swaps and new favorites”
* “Fuel your summer mornings with real dairy”
* “Balance your plate with both classic and modern dairy”
* “Make every snack count this summer”

**Platform Integration**

* **Website:** EasyHomeMeals.com
* **Instagram:** @\_EasyHomeMeals
* **Facebook:** Easy Home Meals
* **TikTok:** @EasyHomeMeals
* **Pinterest:** Easy Home Meals