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# Promotion IN ACTION



June 28, 2024



**COREY SCOTT, CEO**

## Comments from Our CEO

Summer is in full swing. As we begin to wrap up National Dairy Month, we can't wait to share all the exciting promotions that occurred so far this summer to grow trust and demand in dairy.

To begin, Midwest Dairy is excited to announce a new spicy partnership with Marco's Pizza, a national pizza brand that brings opportunities to connect consumers with dairy innovation.

According to a recent survey conducted on behalf of Marco's Pizza, nearly half of Americans (47 percent) say their pizza toppings could use some spicing up. To meet this need, Marco's is partnering with Midwest Dairy to offer a new Fiery Flavors Menu. At the heart of Marco's new Fiery Flavors Menu is a spicy cheese blend — made with fresh Monterey Jack cheese infused with jalapeños, habaneros, and Carolina Reaper peppers. The seven new items featuring this spicy cheese blend include new fiery pizzas, pizza bowls and CheezyBread.

Using Undeniably Dairy branding, Midwest Dairy and Marco's are meeting customer demands by introducing these menu items using the new Fiery Flavors Spicy Cheese. The campaign kicked off June 18 and runs through August 4. Midwest Dairy is eager to report more on this campaign as it wraps up. Stay tuned for results, but in the meantime, see if you can handle the spice by finding a [Marco's](#) in your area to try!



### Health and wellness webinar increases positive perception of dairy

In late May 2024, Midwest Dairy hosted the second of four webinars targeting health and wellness thought leaders.

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### Dairy Night brings Missouri Farmers Care to Busch Stadium

On Friday nights at Busch Stadium, agriculture takes center stage with baseball fans thanks to Missouri Farmers Care (MFC).

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### Healthcare workers shown appreciation

Midwest Dairy often collaborates with healthcare professionals to enhance consumer trust in dairy.

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### Dierbergs promotes dairy for Easter

Dierbergs Markets and Midwest Dairy partnered to promote dairy during Easter.

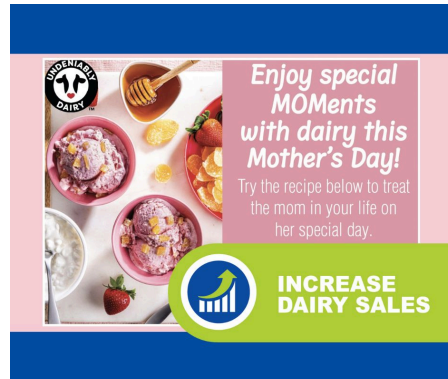
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### Supporting limited time milk at Jewel-Osco

In May, Midwest Dairy worked with Jewel-Osco to drive awareness of a limited time product and increase milk purchases.

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### Price Chopper Enterprises promotes dairy forward recipes

This past May, Midwest Dairy and Price Chopper Enterprises partnered to drive sales and trust for dairy through recipes.

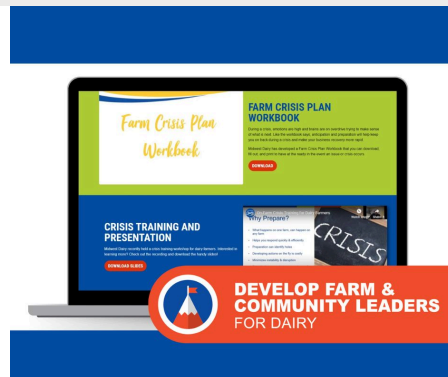
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### Coborn's celebrates Midwest roots

In April, Midwest Dairy partnered with Coborn's to feature a "Midwest Roots" campaign.

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### Midwest Dairy hosts farm crisis webinar

Approximately 40 people attended a webinar developed by Midwest Dairy for farmers about on-farm crisis preparedness.

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Talk the talk...  
**Manure Management**

Erin Cortus, PhD, PE  
Associate Professor and Extension Engineer



**DEVELOP FARM &  
COMMUNITY LEADERS  
FOR DAIRY**

**Dr. Erin Cortus discusses  
manure management with  
dairy ambassadors**

Sustainability is top of mind for consumers, and many have questions about manure management.

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