What's in Your Glass?

Choices are great, but they can be overwhelming.

This at-a-glance chart can help you understand what's in your glass.



4%

15%

8%

10%

6%

8%

<2%

10%

10%

2%

4%



15%

15%

15%

10%

10%

10%

20%

15%

15%

15%

10%

10%

10%

Pantothenic acid (B5)

Niacin (B3)

Vitamin A

Vitamin D

Potassium⁵

Selenium

Zinc

(Dairy milk, unflavored (1%); Dairy Milk, Lactose-Free, unflavored (1%), unflavored almond, soy and oat beverages.)



<2%

25%

20%

10%

2%

^{*}Source: Circana Group, L.P. Multi-outlets and convenience stores. 52 week-period ending July 16, 2023.

^{1.} IRI Total US -Multi Outlet + Conv 2022 YTD ending 5-22, based on U.S. average price of unflavored, private label milk, 1 gallon.

USDA, Agricultural Research Service. FoodData Central, 2019. https://fdc.nal.usda.gov/. Foundation Foods. FDC IDs: 746772, 2340766, 1999630, 1999631, 2257046. Accessed July 2023.

^{3.} USDA, Agricultural Research Service. USDA, FDA and ODS-NIH Database for the Iodine Content of Common Foods Release 3.0 (2023).

^{4.} Naturally occurring nutrients based on publicly available product ingredient lists. Accessed July 2023.

FDA's Daily Value (DV) for potassium of 4700 mg is based on a 2005 DRI recommendation. In 2019, NASEM updated the DRI to 3400 mg.
These values are based on the 2019 DRI of 3400 mg.