



# How to Conduct a Milk Taste Test

## Supplies:

- small disposable cups (bathroom size, patterned – not clear)
- 1 quart (or more) each fat-free, 1% (low-fat), 2% (reduced fat) and whole milk (more if doing taste tests for more 30 people) To disguise the milk, you can remove the cap and cover the milk label with a paper shield or put the container in a bag.
- cooler with ice packs to keep the milk COLD
- display table, trays or muffin tins to hold cups of milk
- napkins, trash cans or suitable trash containers (e.g., empty box)
- Sunglasses

## Step 1: Encourage Participants to participate in taste test with promotional materials

### Step 2: Prepare milk sample:

- Place empty cups in marked muffin tin (mark middle row of tin: A, B, C & D)
- Pour milk in cups -- each cup should only get about an ounce of milk (very little is needed to get the taste/flavor)
- Milk should be very cold and freshly poured for each taster
- Be careful not to drip water from the outside of the milk cartons into the cups
- Place milk samples in front of taster only **after he/she has closed his/her eyes or put on sunglasses**

### Step 3: Offer the milk samples

- Tell them you are going to offer them four types of milk.
- Offer one at a time and ask if the person likes it and which type she/he thinks it is.
- Don't tell them if they are right until they taste all four.

The conversation would go something like this: *“Milk is an important food for children and adults. I want you to try these samples and tell me how they taste to you. Let your taste buds be the judge. Many people say they can't tell the difference and using 1% or fat-free milk is good for your health.”*

Once they've tasted all, tell them: *“You tried four types of milk. You liked both 1% and fat-free (if they did) and had a hard time telling the difference (if they did). If you liked the taste of 1% or fat-free, why not consider switching and saving yourself fat and calories and still get all the nutrients. Your body will love you for it. Switching to 1% or fat-free milk is an important and easy way to protect your health and keep your body strong. Are you willing to switch?”*

Thanks for taking the milk taste test!

