

HUDDLE UP AND GET YOUR BIG GAME SNACK ON



WHEN THE GAME IS ON THE LINE, HERE'S YOUR PLAYBOOK:

AVOID GAME DAY PENALTIES:
USE INGREDIENTS YOU ALREADY HAVE IN YOUR LOCKER ROOM. COTTAGE CHEESE OR YOGURT AND HERBS MAKE DELICIOUS AND HEALTHY DIPS THAT CAN BE MADE PRE-GAME.

X'S AND O'S:
CHEESE AND BEVERAGES WILL BE YOUR STARTING OFFENSE. MOZZARELLA AND PILSNERS OR CHEDDAR AND PALE ALES ARE GREAT PLAYS EVERYONE LIKES.

TEAM SPIRIT:
GET IN THE GAME DAY SPIRIT WITH TEAM COLORS, JERSEYS, OR EVEN WASHABLE FACE AND HAIR PAINT. SCORE POINTS WITH FOODS THAT REFLECT TEAM COLORS AND CITIES. HOW ABOUT A CHEESY CALIFORNIA CRAB DIP?

2 OUT OF 3 AMERICANS ARE COOKING UP A STORM ON GAME DAY

CHECK THESE SITES FOR SUPER BIG GAME RECIPES:



IF YOU DECIDE TO **PASS THE PIZZA** DON'T FEAR, THERE'S PLENTY OF PIE TO GO AROUND

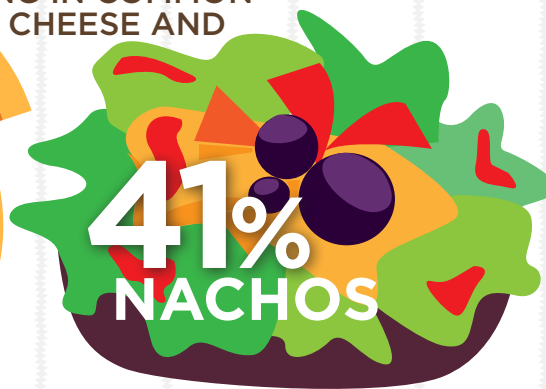
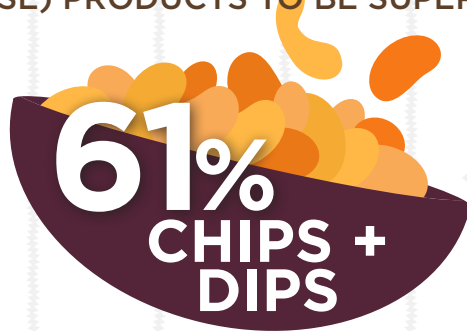
NATIONAL PIZZA CHAINS WILL PREPARE AN ESTIMATED **4.4 MILLION PIZZAS** ON GAME DAY...

NEARLY **40%** OF MOZZARELLA IN THE U.S. IS MADE IN THE GOLDEN STATE

IN FACT, CALIFORNIA PRODUCED OVER 1.3 MILLION POUNDS OF MOZZARELLA CHEESE LAST YEAR.

TOP THREE FAVORITE BIG GAME FOODS

THE TOP THREE FAVORITE BIG GAME FOODS ALL HAVE ONE THING IN COMMON (BESIDES BEING TASTY) - THEY ALL NEED DAIRY (SOUR CREAM, CHEESE AND MORE CHEESE) PRODUCTS TO BE SUPER!



Cheesy Buffalo Chicken Dip

Serves 8

- 3 cups cooked chicken, diced or shredded (about 3 breasts)
- 2 (8-oz) packages California cream cheese, softened
- 1 1/2 cups shredded California Cheddar cheese
- 1/2 cup Buffalo wing sauce
- 1/2 cup green onion, finely chopped
- 1/2 cup California Blue cheese, crumbled (optional)

Mix all ingredients together and spoon into a (8x8) square baking dish. Bake at 350 degrees for 20-30 minutes or until hot and bubbly. Serve with corn chips, crackers and/or celery stalks.

Can be made one day in advance and refrigerated before baking so you can focus on the game!

Recipe provided by the California Milk Advisory Board



¹<http://www.experian.com/blogs/hitwise/2011/02/04/searches-for-super-bowl-recipes/>
²Takeout for Super Bowl? You won't be alone., The San Diego Union-Tribune, February 4, 2012 (Factiva search: "Super Bowl" AND food; English language; subject: survey and polls; December 18, 2010 - December 19, 2012)
³Lodging Companies: Courtyard by Marriott's Survey Reveals Americans' Favorite Super Bowl Party Snacks & Where We'll Gather for Super Bowl XLVI, Entertainment News Weekly, February 17, 2012 (Factiva search: "Super Bowl" AND food; English language; subject: survey and polls; December 18, 2010 - December 19, 2012)
⁴<http://online.wsj.com/article/SB10001424052970204740904577196860559204418.html?mod=e2tw>
⁵<http://www.cheesereporter.com/DPE.2011.pdf>
⁶http://www.cdffa.ca.gov/dairy/dairy_data.html

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Look for the Seals