

## Frequently Asked Questions (FAQs)

**Q: What is e-MOO®?**

*A: e-MOO® is a carbonated milk beverage, formulated to be 100% skim milk with enough flavoring, coloring, sweetness and ‘spritz’ from carbon dioxide. e-MOO® provides kids with all the nutrition of milk in a beverage that also gives kids the sensation of bubbles and the excitement of a fun, fizzy taste.*

**Q: What does e-MOO® taste like?**

*A: Since e-MOO® was formulated to eliminate the milky film that coats one’s mouth and throat that typically occurs during milk consumption, e-MOO® doesn’t quite taste like milk, but it also doesn’t quite taste like soda. That’s because the carbonation levels are only 15% of the carbonation levels of soda. This results in a refreshing, pleasantly flavored carbonated beverage that tastes ‘different’ according to adults, and ‘cool’ according to kids.*

**Q: What product category does e-MOO® fit in?**

*A: e-MOO® is in a product category all by itself. Although it’s made with 100% skim milk, it can’t legally be labeled as milk because of its carbonation. However, e-MOO® is not considered a soda by the USDA because the carbonation level is so low and it contains 100% of the nutrition of skim milk.*

**Q: Who makes e-MOO®?**

*A: e-MOO® is made by Imperial Dairies, a private corporation whose mission is to develop, manufacture and market unique and nutritious carbonated dairy beverages. All Imperial Dairies beverages are formulated using technology that has been covered with four (4) issued patents and two (2) patents in pending status.*

**Q: Can e-MOO® be served at schools?**

*A: Yes! e-MOO® has been given USDA approval (see pg. XX, USDA approval letter) to be served in school cafeterias on the a la carte tables during the lunch hour. This makes e-MOO® and other Imperial Dairies beverages the only carbonated beverages allowed in such venues.*

**Q: Does e-MOO® have to be refrigerated?**

*A: Yes! e-MOO® is 100% skim milk and must be refrigerated between 34°-38°F. Extreme temperatures in either direction (heat or freezing) will alter the carbonation levels in the product possibly altering the flavor and shelf life (expiration date).*

**Q: How long does e-MOO® remain fresh?**

*A: If unopened and properly refrigerated, the date found on the bottle is the last day that Imperial Dairies suggests that e-MOO® is fresh and flavorful. Once opened, e-MOO® should be consumed in a short period of time and not resealed or left un-refrigerated.*

**Q: How is e-MOO® packaged?**

*A: e-MOO® is packaged in clear, single serve, 12-oz. PET bottles. e-MOO® is also packaged in 8-oz. PET bottles for institutional markets (i.e. schools, hospitals, etc.).*

**Q: What are the e-MOO® flavors?**

*A: Currently, e-MOO® comes in (6) flavors:*

- Orange
- Blue
- Chocolate
- Pink
- Chocolate (RPM)
- Cappuccino (RPM)

**Q: Where can one purchase e-MOO®?**

*A: e-MOO® can be purchased from your local milk distributor.*