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**Great Year for Dairy Bar:
2010 Indiana State Fair**

INDIANAPOLIS – Amid soaring temperatures, the Dairy Bar had another great year at the 2010 Indiana State Fair. From August 6 – 22, thousands of Hoosiers indulged their tastebuds and cooled their heads with delectable treats from the State Fair-famous Dairy Bar.

Grilled cheese sandwiches were, as always, a crowd favorite with the traditional American on white leading the way and Colby on wheat a close second. In it's second year on the grilled cheese list, Gourmet Gouda made a strong appearance with nearly 4,000 sandwiches sold.

Overflowing milkshakes were fair-goers answer to the blistering hot August afternoons. The luscious, creamy, dreamy and ice-cold shakes stood up to the 90-degree temperatures with sales increasing to over 49,000. There was not a person within sight without a chocolate, vanilla or strawberry milkshake in hand.

Mounds of hand-dipped chocolate, butter pecan and vanilla ice cream flew out the window on those warm, sunny days.

New to this year's Dairy Bar sweet treat lineup was the Chocolate Pig. In honor of the 2010 Indiana State Fair theme – Year of Pigs, the brilliant minds at work for the American Dairy Association came up with this clever little concoction of creamy vanilla custard, topped with chocolate syrup, bacon bits and almonds! The tribute was well received and enjoyed by many fair-goers looking for that unique addition only the Indiana State Fair can bring.

Thanks to the wonderful customers at this years State Fair, the Dairy Bar began a new tradition of selling grilled cheese sandwiches for breakfast. Now, from morning to night fair-goers can experience those delicious grilled cheese sandwiches.

For breakfast, lunch, dinner or dessert the American Dairy Association's Dairy Bar makes it easy to get your Three Every Day serving of dairy – even at the

Indiana State Fair!

For more information on the American Dairy Association of Indiana or the Dairy Bar, log on to www.winnersdrinkmilk.com.