

MILK AD LEAVES SOUR TASTE

A milk ad produced by the Dairy Management Association triggered a critical response by the Catholic League and an apology from the company. The television ad showed a priest making a buffoon of himself in front of a nun while trying to eat cake and access milk from a vending machine at the same time.

The “Vending Machine” commercial was part of a “Got Milk?” television campaign. It will be reviewed with an eye toward discontinuing it in the first quarter of 1996.