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SUSTAINABLE CALIFORNIA DAIRY SPOTLIGHT AT 2024 REAL CALIFORNIA MILK NATIONAL RESTAURANT ASSOCIATION BOOTH

Tracy, Calif. – (May 14, 2024) – The California Milk Advisory Board (CMAB) will spotlight a variety of innovative and sustainably sourced dairy products at the 2024 National Restaurant Association show in Chicago, Ill. May 18-21, 2024. As an exhibitor at the show, an event bringing together more than 55,000 foodservice professionals from 107 different countries and representing over 900 product categories, CMAB will connect with industry professionals while sharing why sourcing California dairy is a winning strategy for foodservice operators.

CMAB will highlight an assortment of dairy applications through sampling including cheese, lassi, yogurt, kefir, ice cream, a variety of desserts, whey-based spirits and more. California dairy processors in attendance will include Angelo & Franco, Bellwether Farms, dosa by Dosa, Double Rainbow, Lifeway Foods/Glen Oaks Farms, Marin French Cheese Co., Petit Pot, Point Reyes Farmstead Cheese Co., Super Store Industries, Sweet Craft, and Wheyward Spirit. Attendees can visit the CMAB booth #10002 to learn more about products made with sustainability sourced milk from California dairy families.

“The National Restaurant Association show is a fantastic opportunity for California dairy to reach new audiences within the hospitality and foodservice industries. California is a reliable, consistent source of sustainable dairy products used by chefs and enjoyed by consumers throughout the world,” said John Talbot, CEO of the CMAB. “As the nation’s largest dairy state, California boasts an impressive lineup of award-winning cheesemakers and dairy processors, that are helping to drive dining innovation.”

California is the nation's leading milk producer, and makes more butter, ice cream and nonfat dry milk than any other state. California is the second-largest producer of cheese and yogurt. California milk and dairy foods can be identified by the Real California Milk seal, which certifies they are made with milk from the state's dairy farm families.

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About Real California Milk/the California Milk Advisory Board

The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture, is funded by the state's dairy farm families who lead the nation in sustainable dairy farming practices. With a vision to nourish the world with the wholesome goodness of Real California Milk, the CMAB's programs focus on increasing demand for California dairy products in the state, across the U.S. and around the world through advertising, public relations, research, and retail and foodservice promotional programs.

The Foodservice Division of the CMAB supports foodservice operators and distributors that use Real California dairy products. The CMAB offers marketing and promotional support for foodservice operators that purchase dairy products with the Real California Milk seal, which means they are made with milk from California's family dairy farms, using some of the most sustainable dairy practices in the nation.

For more information on sourcing cheese from California, contact the foodservice team at 209.883.6455 (MILK), businessdevelopment@cmab.net or RealCaliforniaMilk.com/Foodservice, [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

About The National Restaurant Association Show/Winsight LLC

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshow, including the National Restaurant Association Show.

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