



**FOR IMMEDIATE RELEASE**

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**REAL CALIFORNIA MILK KICKS OFF BACK TO SCHOOL SEASON WITH  
RETAIL CAMPAIGN FOCUSED ON CALIFORNIA DAIRY**

*Promotion Offers Solution for Busy Families with Quick and Nutritious Recipes Made with  
Wholesome Real California Dairy Products*

TRACY, Calif. – (August 7, 2025) – The California Milk Advisory Board (CMAB) announced today a consumer promotion focused on balancing meal times with the return to busy schedules. Whether families with children headed back to school, or for those who are looking to simply reset and settle back into a routine after a busy summer, quick and easy recipes made with wholesome Real California Milk dairy products are a perfect solution.

This campaign communicates messages of re-establishing routines while offering delicious and nutritious meal solutions for those who are short on time. The recipes highlighted in the campaign include a Chocolate Cherry Cheesecake Smoothie Bowl, make-ahead Steak Taco Jar Salads, Real California High Protein Peanut Butter & Jelly Smoothies, Philly Cheesesteak Loaded Baked Potatoes and more.

The promotion, which runs July 28 through September 21, will be geotargeted around California retail locations including Albertsons, Vons, Pavilions, Safeway, Walmart and Stater Bros. Markets. Support includes in-store media and shopper marketing activations, integrated digital media with targeted display ads, as well as a corresponding radio broadcast campaign.

“Dairy plays an essential role in creating wholesome, satisfying meals. This campaign—along with the thoughtfully curated recipes—was designed to showcase the incredible variety and premium quality of California dairy products,” said Lizzie Werber, Director of Business Development, U.S. Retail for the CMAB. “Our goal is to inspire busy individuals and families to enjoy quick, nourishing meals without compromise. With its sustainable production and commitment to the highest standards, California dairy adds something truly special to every dish.”

California is the leading U.S. state in dairy production. Its family dairy farms are focused on delivering the wholesome goodness of California milk while creating a more sustainable future for dairy in the state.

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#### **About Real California Milk/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's sustainable dairy products in the state, across the U.S. and around the world through advertising, public relations, research, and retail and foodservice promotional programs. For more information and to connect with the CMAB, visit [RealCaliforniaMilk.com](https://RealCaliforniaMilk.com), [Facebook](#), [YouTube](#), [TikTok](#), [X](#), [Instagram](#) and [Pinterest](#).