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**CALIFORNIA MILK ADVISORY BOARD WELCOMES ADRIENNE
DANIELS AS EVP OF MARKETING**

*Daniels to lead strategic marketing initiatives designed to strengthen awareness
and demand for Real California Milk globally*

TRACY, Calif. – (October 14, 2025) – The California Milk Advisory Board (CMAB), the marketing order representing California dairy producers, today announced the addition of Adrienne Daniels as Executive Vice President of Marketing. In this role, Daniels will lead strategic marketing initiatives to expand awareness, engagement, and sales of Real California dairy products across domestic and international markets.

Daniels brings over two decades of marketing leadership experience in the consumer packaged goods industry, having built, grown, and revitalized brands across a broad spectrum of categories. Most recently, she served as Senior Marketing Director at Gallo, where she managed a portfolio of more than 60 brands, including Black Box Wines, Apothic Wines, and Carlo Rossi Wines. Under her leadership, Daniels led brand turnarounds, launched innovative campaigns with record-breaking ROI, and launched over 15 new wines.

Before beginning her more than 11-year tenure at Gallo, Daniels spent over 13 years at General Mills, holding multiple marketing leadership positions across iconic brands such as Cheerios, Pillsbury, and Progresso. Her strategic and creative leadership helped modernize legacy brands, drive multicultural marketing initiatives, and pioneered new approaches to health-focused consumer engagement.

Daniels earned her MBA from Stanford University and a B.A. in Political Science from the University of Pennsylvania.

An active community leader, she has supported education and literacy as a past mentor to Learning Quest through the Stanislaus Community Foundation's Profit with Purpose program.

Daniels is dedicated to championing women in business and has held numerous leadership roles advancing this cause throughout her career. In her previous role, she served as a key leader within Gallo's Women of Wine & Spirits group, an organization committed to promoting and recognizing the achievements of women across the industry. Daniels also engaged in women's networks while in her position at General Mills.

"Adrienne brings a wealth of strategic marketing expertise, creative insight, and a deep understanding of consumer engagement," said Bob Carroll, CEO of the CMAB. "Her proven ability to grow and reposition major brands will be instrumental as CMAB continues to drive demand and build connections with today's dairy consumers."

California is the number one dairy state with more than 1,000 family dairy farms 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. Connect with the CMAB at RealCaliforniaMilk.com, [Facebook](#), [YouTube](#), [Tik Tok](#), [Instagram](#), [X](#) and [Pinterest](#).