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**CALIFORNIA SPOTLIGHTS INNOVATIVE DAIRY OPTIONS, GLOBAL FLAVORS  
AT PIZZA EXPO, SIAL AMERICA IN LAS VEGAS**

*Event marks kickoff of 5<sup>th</sup> annual call for innovative pizza recipes using California cheese,  
adds international competition for global impact*

Tracy, Calif. – (March 28, 2023) – Innovative products, on-trend applications and an international pizza bakeoff are elements of the California Milk Advisory Board’s presence at the Pizza Expo and SIAL America events March 28-30 in Las Vegas.

Long time Pizza Expo sponsor CMAB will again highlight pizza concepts inspired by the Real California Pizza Contest, the annual call for innovation in pizza using California cheeses and dairy products. Now in its fifth year, the RCPC opened for entries March 15<sup>th</sup> and attendees can visit CMAB booth #1679 during Pizza Expo for additional details and to sign up for their chance to tap into the \$30,000 prize pool.

In the CMAB booth, Chefs Barbara Alexander and Glenn Cybulski will be baking up pies inspired by street food, popular appetizers and even salads in the custom “Holstein” Fiero Neapolitan Brick Oven, while California dairy processors will be sampling gelato as well as specialty French, Hispanic and Italian style cheeses made with milk from California dairy families.

For the first time, CMAB is bringing 15 professional and amateur chefs from Mexico, China, Thailand, Singapore, Malaysia and Vietnam to Las Vegas to compete in a custom International California-Style Pizza Competition Division, part of Pizza Expo’s International Pizza Challenge.

In the CMAB’s SIAL America booth (#307), California dairy processors will showcase specialty cheeses available for export, including flavor profiles appealing to international audiences.

“The alignment of Pizza Expo and SIAL America brings together two important markets for California dairy products. As the leading producer of Mozzarella as well as Hispanic-style and originals like Monterey Jack, pizza is a key foodservice category, said John Talbot, CEO of the CMAB. “Given the state’s position as the number one exporter of dairy, the addition of SIAL last year connects us with partners and potential buyers in our key international markets.”

California is a reliable, consistent source of sustainable dairy products used by chefs and enjoyed by consumers throughout the world. 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.

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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 100 percent milk from California’s more than 1,100 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](mailto:businessdevelopment@cmab.net) or [RealCaliforniaMilk.com/Foodservice](http://RealCaliforniaMilk.com/Foodservice), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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