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CALIFORNIA DAIRY ON DISPLAY AT THE CALIFORNIA RESTAURANT SHOW

Real California Milk Returns as Sponsor of the California Pizza Challenge

Tracy, Calif. – (July 30, 2026) –The California Milk Advisory Board (CMAB) is bringing culinary inspiration with California dairy to the California Restaurant Show, August 23-25 at the Anaheim Convention Center.

CMAB will showcase the diversity of dairy products – from Hispanic-style cheeses and paneer to ice cream, fluid milk and ready-to-drink coffee that come from the number one dairy state. California processors in attendance will include Double Rainbow Ice Cream, Los Altos Food Products, Marquez Brothers Cheese, Mid Valley Foods, Rockview, Rosa Brothers Milk Company, Tio Francisco, Tulsi Foods and Yah Yah Yah Coffee. Attendees can visit CMAB booth #977 to learn more about products made with sustainably sourced milk from California dairy families for foodservice.

For the third year, CMAB will sponsor the California Pizza Challenge, held at the Pizza Tomorrow Summit Pavilion, which celebrates California's long history of producing high quality cheeses for pizza. The challenge will feature four culinary events that showcase California cheese, as well as four "Pizza Athletic" categories demonstrating the dexterity and agility needed in the pizza kitchen on a busy night.

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 means they are made with milk from the state's dairy families using some of the most sustainable farming practices in the world.

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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'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.

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 more than 1,000 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 RealCaliforniaMilkFoodservice.com, [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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