



FOR IMMEDIATE RELEASE

Contact: Thalia Sullivan
California Milk Advisory Board
tsullivan@cmab.net
(209) 690-8242

Real California Milk Foodservice Launches New High-Protein Resource Hub to Help Operators Meet Surging Consumer Demand

Comprehensive online destination provides chefs and restaurant operators with recipes, menu insights and business strategies powered by California dairy

TRACY, Calif. – July 20, 2026 – As consumer demand for high-protein menu options continues to reshape the restaurant industry, Real California Milk Foodservice has launched a new protein-focused resource center designed to help chefs and foodservice operators capitalize on one of today's fastest-growing menu trends.

Available at RealCaliforniaMilkFoodservice.com/protein, the new hub brings together culinary inspiration, nutrition information and practical business resources that demonstrate how California dairy ingredients can help operators create craveable, protein-forward menu items that drive guest satisfaction and profitability.

From breakfast through late-night menus, milk, cheese and yogurt naturally deliver high-quality protein while offering the flavor, versatility and functionality chefs rely on every day. The new online destination showcases how Real California dairy products can elevate menu innovation across virtually every restaurant segment.

"Our goal is to provide foodservice professionals with practical tools that make it easier to respond to evolving consumer preferences," said Katie Cameron, Director of Foodservice at the California Milk Advisory Board. "Protein continues to be one of the strongest drivers of menu decisions, and California dairy offers operators a simple, delicious way to deliver the protein consumers are looking for while creating memorable dining experiences."

The new protein section features:

- Chef-inspired, protein-rich recipes featuring Real California dairy ingredients
- Menu development ideas for breakfast, lunch, dinner and snacking occasions
- Business insights on leveraging protein trends to increase menu value and profitability
- Guidance for incorporating dairy into protein-forward menu strategies
- Educational resources highlighting the nutritional benefits and versatility of California dairy products
- Inspiration for building balanced, craveable dishes that appeal to today's health-conscious consumers

The new protein hub complements the Real California Milk Foodservice website's extensive collection of recipes, supplier resources, chef inspiration and product information, further strengthening its role as a comprehensive resource for foodservice professionals seeking innovative dairy solutions.

California is the number one dairy state. 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.

###

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, award-winning California cheeses, and dairy ingredients across retail and foodservice channels in the state, throughout 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, pizza chefs, restaurants, and distributors that use Real California dairy products. The CMAB offers marketing and promotional support for operators that purchase dairy products bearing the Real California Milk seal, which signifies they are made with milk from California's family dairy farms. Through programs including the Real California Pizza Contest, the CMAB helps showcase innovative foodservice pizza recipes and culinary applications featuring California cheeses and dairy products.

For more information on sourcing Real California Mozzarella, and other premium California cheese and dairy products for foodservice and pizza programs, contact the foodservice team at 209.883.6455 (MILK), email businessdevelopment@cmab.net, or visit

RealCaliforniaMilkFoodservice.com, [LinkedIn](#), [Facebook](#), [Instagram](#), and [YouTube](#).

###