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REAL CALIFORNIA DAIRY TO BE SHOWCASED AT 2023 NATIONAL RESTAURANT ASSOCIATION SHOW

California dairy processors to exhibit in Chicago May 20-23, 2023

Tracy, Calif. – (May 10, 2023) –The California Milk Advisory Board (CMAB) will spotlight a variety of innovative and sustainably sourced dairy products at the 2023 National Restaurant Association show in Chicago, Ill. May 20-23, 2023. As an exhibitor at the show, an event bringing together more than 51,000 foodservice professionals from 112 different countries and representing over 900 product categories, CMAB will connect with industry professionals while sharing all that California dairy has to offer.

CMAB will highlight an assortment of dairy applications through sampling including cheese, kefir, ice cream, gelato, and a whey-based spirit. California dairy processors in attendance will include Bellwether Farms, California Dairies Inc., Crystal Creamery, DiStefano Cheese, Double Rainbow, Lifeway, Marin French Cheese Co., Point Reyes Farmstead Cheese Co., Rizo Lopez Foods, Villa Dolce Gelato, and Wheyward Spirit. Attendees can visit the CMAB booth #9802 to learn more about products made with milk from California dairy families.

“The National Restaurant Association show is a fantastic opportunity for California dairy to reach new audiences within the hospitality and foodservice industries. California is a reliable, consistent source of sustainable dairy products used by chefs and enjoyed by consumers throughout the world.”, said John Talbot, CEO of the CMAB. “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.”

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 certifies 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 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 or RealCaliforniaMilk.com/Foodservice, [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

About The National Restaurant Association Show/Winsight LLC

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshow, including the National Restaurant Association Show.

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