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California Milk Advisory Board

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

*Event marks kickoff of 6th annual call for innovative pizza recipes using California cheese,
International Pizza competition held for global impact*

Tracy, Calif. – (March 7, 2024) – Innovative products, on-trend applications and an international pizza bake-off are elements of the California Milk Advisory Board’s (CMAB) presence at the Pizza Expo event March 19-21, 2024, 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. Attendees can visit CMAB booth #2585 during Pizza Expo for additional details and to sign up for the 2024 Real California Pizza Contest, now in its 6th year.

In the CMAB booth, past winners of the Real California Pizza Contest will be baking pies inspired by the Golden State. These include Leah Scurto’s “Nico Pie”, her winning entry of the 2021 Real California Pizza Contest, Spencer Glenn’s “Moroccan Spring”, and Lars Smith’s “The Golden Road.” These pizza creations will feature sustainably sourced specialty cheeses made with milk from California dairy families.

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

“The Pizza Expo brings together two important markets for California dairy products: pizza and international,” said John Talbot, CEO of the CMAB. “As the leading producer of Mozzarella as

well as originals like Monterey Jack, the continued growth of the international pizza markets are essential ingredients to our success.”

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 milk from California’s 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](#).

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