

MILK

The Wholesome, Nutritious Beverage



California milk is a perennial favorite for people of all ages. The growing popularity of organic, whole and flavored milk such as chocolate, continue to attract new buyers. In the front-of-the-house, customers order milk in the conventional way, as a beverage, but the expansion of breakfast to all day-parts, has increased milk's usage in coffee, cereals, etc. – all of which add to the operator's bottom line.

FLUID MILK FACTS



The Golden State became America's leading milk-producing state in 1993 and has led the nation in milk production ever since. In California, production reached **39.8 billion** pounds in 2017, accounting for **18.5%** of the nation's total.

Whole milk mentions on menus grew **1.7%** between the first quarter of 2016 and 2017; they grew **7.1%** on children's menus and **7.7%** on dessert menus during the same periods.



In a survey of milk-drinking school children, **70%** prefer a flavored milk with chocolate the overwhelming no.1 choice.

Fluid milk produced and sold in California adheres to higher nutritional standards for protein, calcium and other nutrients than milk under federal standards. This is accomplished by fortifying the milk with nonfat milk solids, which improves taste and adds nutritional benefits.



Nothing packs a protein and nutrition punch like an 8-ounce glass of California milk. A 1-cup serving of two-percent, low-fat milk provides eight grams of protein. In addition, restaurant customers benefit from eight other essential nutrients in the milk, including vitamin D, calcium and potassium.



STORAGE & HANDLING

- Store fresh fluid milk in a refrigerator set at 38°-40°F. Keep the container closed to prevent the absorption of refrigerator flavors.
- The "sell by" date stamped on fluid milk tells you how long a retail store can keep the product for sale on the shelf. Regardless of the date, discard fluid milk with an off odor or taste.
- Freezing fluid milk is not recommended, as it causes undesirable changes to its texture and appearance.



FOODSERVICE APPLICATIONS

Front-of-the-House

Many operators are taking advantage of consumers' rekindled appreciation for milk. Restaurants, schools and other non-commercial operations serve up more chocolate, whole and organic milk. For example, consumption of flavored whole milk grew by 13.6% in the past year. Organic whole milk is following this upward trend. In 2017, consumption of this dairy beverage increased by 1.4%.

The booming demand for specialty coffee also drives increased use of milk and creamers. Cereal – in a bowl full of fresh milk – is also appearing on more menus as restaurant operators see the classic favorite as a kid-friendly draw and a nostalgic choice for older customers



WHAT'S TRENDING

Coffee Enjoyed All Day Long

Americans have a love affair with coffee, another beverage made better with California milk. Coffee drinkers indulged even more in 2017, in a recent survey, the percentage of consumers who reported having a coffee drink within the past day jumped five points over 2016, to 62%.

Hot or Cold, Day or Night – Breakfast Rules

Breakfast and brunch menus continue to expand in scope and creativity. “All-day breakfast” is available at many restaurants – a move that appeals to 54% of consumers who want to eat breakfast foods at non-traditional times, according to Technomic. Milk enjoys a special place in breakfast meals.

Milk-Based Beverages

Creative restaurateurs seek inspiration from many sources, including pastry and cakes, to prepare specially flavored beverages with Real California milk. One perennial favorite is easy-to-prepare hot cocoa drinks, which delight both children and adults. Creamy Mexican Horchata drinks with Real California Milk are also appearing on more menus.

The Smoothie Sensation

Smoothies and protein shakes come in a variety of flavors with milk providing the creamy, thick smoothness. The drinks have taken off as on-the-go meal replacements available at not only smoothie shops, but also fast food restaurants and fast casual establishments.

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For more information about CMAB Foodservice:
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MILK

A Resourceful, Healthy Ingredient



Chefs are drawn to Real California Milk as a cooking ingredient because of its versatility and nutrition. They use it as a creative solution to a variety of menu applications to attract today's demanding diners keen on healthy, clean label foods and beverages. Chefs know that cooking with multi-purpose California milk adds volume, creaminess, flavor and texture to custards, sauces, soups, potatoes, entrees, casseroles, baked goods and more.

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FOODSERVICE APPLICATIONS

Back-of-the-House

Real California milk is used in many baking recipes, including custards, cookies, cakes and breads. When brushed on edges before baking, milk encourages the browning reactions characteristic of baked goods like pastry crusts, cookies and biscuits. Most varieties of drinking milk (nonfat, low-fat or whole) may be used interchangeably in baking.

Milk is a key ingredient of classic comfort foods Mac and Cheese and used in center-of-the-plate entrees, such as poached fish in milk. Adding milk to soups is a useful ingredient because it adds a creamy mouthfeel and rich flavor. It softens some of the bold flavors in soup and improves flavor balance.

In cooking with milk, here are a few tips:

Don't let milk boil: To avoid curdling, heat milk gently over medium- low heat. Stirring while heating milk gently will prevent burning. If a "skin" forms during heating, simply skim it from the top.

Stabilize with starch: Flour or cornstarch help stabilize milk emulsions to prevent from separating. A common technique is to thicken sauce or soup with roux before adding milk.

Avoid strong acids: If the sauce or soup contains an acidic ingredient like wine, tomatoes or lemon juice, the milk is more likely to curdle. To counteract the effect of the acid, use a starch.

Temper the milk: Don't add cold milk directly into a hot liquid. Instead, simply heat the milk gently in a saucepan before adding it.

WHAT'S TRENDING

Milk Used in a Variety of Breakfast Dishes

Chefs have found new ways to expand their breakfast menus for adults and children. Creative breakfast menus with Real California milk as a key ingredient include meals such as pancake sandwiches, chicken and waffles, and egg casseroles.

Milkshakes Enjoying Resurgence in Popularity

Real California milk is also a mainstay in a long-time consumer favorite – milkshakes, which provide foodservice operators with a significant opportunity to drive business and increase customer satisfaction.

Milk Foam Decorates Desserts

Pastry chefs are adding an artistic touch to desserts with dehydrated milk foam. The foam dresses up the presentation of coffee drinks and dishes such as banana cream pie.

Braising Meats in Milk

What's old is new again as chefs are using Real California milk to braise meats producing buttery, rich sauces. The milk proteins help to tenderize the meat and create mouthwatering meals.

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