

REAL CALIFORNIA CHEESE, REAL PREMIUM APPEAL

Consumers associate Real California Cheese with superior taste, trusted sourcing, and a more premium dining experience.



Foodservice consumers have a **strong affinity** for California Cheese



88%

Trustworthy



83%

Better Cheese Products



83%

Product Tastes Best



82%

Wholesomeness



66%

of foodservice consumers have a **more positive opinion** of a restaurant **promoting the use of California cheese** or the Real California Milk seal on its menu

Of these consumers:

55%

would view the restaurant as having a more premium image than its competitors

47%

say they would be willing to pay more for products that promote California cheese, with an average premium of about 10%

Base: 1,104 consumers who associate California with dairy production
Q: When thinking of cheese produced in California, how well do each of the following statements describe it? Use a 1 to 5 scale, where 5=describes extremely well and 1=does not describe at all.



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