

CALIFORNIA DAIRY PRODUCTS

TAKE YOU

FROM

TAILGATE

TO

TOUCEDOWN

FORGET THE POINTS ON THE SCOREBOARD, THE FAN FOOD DOMINATING PARKING LOTS AND LIVING ROOMS ACROSS THE U.S. IS SCORING THE EXTRA POINTS. THE TAILGATING PHENOMENON HAS TAKEN OVER THE GAME. AS MANY AS 35% OF TAILGATERS ARE SO FOCUSED ON THE FOOD THAT THEY DON'T EVEN ATTEND THE GAME!¹

TAKE A LOOK AT THE TOP TAILGATING LOCATIONS AND THE KILLER RECIPES IN THEIR PLAYBOOKS. THE ONE UNIVERSAL INGREDIENT IN EVERYONE'S PLAYBOOK? DELICIOUS DAIRY.

SEND DAIRY INTO THE GAME

WHEN IT COMES TO TAILGATING,

D

IS FOR DAIRY, NOT DEFENSE.



SOUR CREAM AND BLENDED COTTAGE CHEESE MAKE THE PERFECT BASE FOR COLD, CREAMY DIPS. AND WHEN IT COMES TO FAN FOOD IT PAYS TO BE CHEESY.

ARE YOU A CHEESE WHIZ? IT'S A COMMON INGREDIENT AMONG THE MOST POPULAR TAILGATING MENU ITEMS.²



CALIFORNIA MAKES CHOOSING EASY; THE NUMBER ONE DAIRY STATE PRODUCES

MORE THAN 250 VARIETIES AND STYLES OF REAL CALIFORNIA CHEESE.



REGIONAL FAVORITES³ GET A BOOST FROM DAIRY

SOUTH WEST
MIDWEST EAST

WALKING TACOS

OPEN YOUR FAVORITE BAG OF CHIPS, ADD CHILI AND YOUR FAVORITE TOPPINGS INCLUDING SHREDDED CALIFORNIA CHEESE.

CLAM CHOWDER

FISH TACOS

GUMBO

BBQ

50

MILLION

TAILGATERS PER YEAR⁴



TOUCEDOWN TO TASTE!

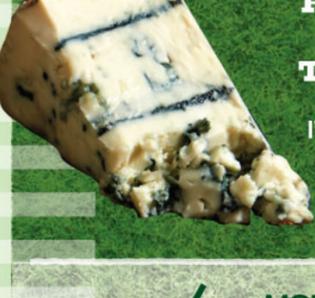
THE PERFECT PAIR

DOWNLOAD THE PAIR SAVVY APP TO FIND THE PERFECT CHEESE
BEER AND CHEESE ARE NATURAL TEAMMATES.
HERE ARE SOME OF OUR FAVORITE MATCHUPS TO HELP YOU SCORE:

BLUE CHEESE AND BARLEY WINES

THIS IS PERFECT FOR FANS WHO LIKE STATURE OF LIBERTY PLAYS AND ONSIDE KICKS TO START THE SECOND HALF.

IT'S A CREATIVE, WINNING COMBINATION.



MOZZARELLA AND PILSNER

THIS IS LIKE A RUNNING BACK AT THE GOAL LINE.

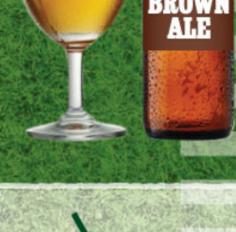
ALWAYS A RELIABLE PAIRING TO BRING IN WHEN THE GAME IS CLOSE. YOU WON'T GET FIRED FOR THIS DECISION.



MANCHEGO AND BROWN ALES

WHO DOESN'T LIKE A PUNT RETURN FOR A TOUCHDOWN?

THIS PAIRING WILL GIVE YOU A REASON TO JUMP UP AND CELEBRATE.



CHEDDAR AND PALE ALES

THIS IS THE DUO EVERYONE IS EXPECTING.

THESE TWO CONNECT EVERY GAME, BECOMING THE LEAGUE'S BEST KNOWN PLAYERS.



CHECK OUT

REALCALIFORNIAMILK.COM

FOR MORE GAME-DAY RECIPES

ADDITIONAL SOURCES

1. <http://newyorksociologist.org/08/Delaney-08.pdf>

2. Lodging Companies: Courtyard by Marriot's Survey Reveals Americans' Favorite Super Bowl Party Snacks & Where We'll Gather for Super Bowl XLVI, Entertainment News Weekly, February 17, 2012

3. <http://firstwefeed.com/eat/united-states-of-tailgate-top-regional-game-day-specialties/>

4. <http://www.linkedin.com/company/american-tailgaters-association>

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