



about milk bar

milk bar, called “one of the most exciting bakeries in the country” by bon appétit magazine, is a culinary empire and lifestyle brand founded by award-winning pastry chef and masterchef judge christina tosi. christina focuses on putting a playful spin on familiar home-style desserts and savory snacks using quality ingredients and locally sourced dairy. she is the creator of the highly addictive cereal milk™ ice cream, compost cookies® and crack pie®, all of which have gained world-wide recognition since she opened milk bar’s doors in 2008.

milk bar has eleven locations – eight in new york, one in toronto, one in washington, d.c., and most recently one in las vegas. in addition to the wildly popular storefronts, milk bar has changed the face of baking with a hugely successful e-commerce platform, shipping freshly baked products across the globe. some of the most popular items are christina’s iconic cakes with unfrosted sides, better known as “naked cakes,” a trend she established in 2007.

christina is a two-time james beard award winner and author of two highly acclaimed cookbooks, *momofuku milk bar*, which highlights the cult favorites from the milk bar kitchen, and *milk bar life*, an inside look at milk bar’s fun-loving culture and off-the-clock recipes that are easy to make at home. the bakery has its own line of baking mixes developed by christina that line the shelves at target stores nationwide, as well as limited-edition apparel, totes, accessories and much more. milk bar also offers weekly baking and cake layering classes in brooklyn, ny.

milk bar and christina, the voice of all things sweet, have made headlines in top publications and television programs, including the new york times, late night with jimmy fallon, forbes and the today show, and she has graced the covers of adweek and cherry bombe. food & wine describes christina as having “an uncanny ability to tap into our collective unconscious and come up with brand-new kinds of nostalgic sweets.” she approaches life with a whimsically innovative mentality and continues to redefine what american (dessert) culture is and can be in the ever-changing wild world of food.

about christina tosi

christina tosi is the founder/CEO of milk bar, called “one of the most exciting bakeries in the country” by bon appétit magazine, with multiple locations throughout new york, toronto, washington, dc, and las vegas. christina founded the dessert programs at momofuku and went on to build a culinary empire of her own. described by the new york times as a “border crossing pastry chef”, christina opened milk bar’s doors in 2008 and has changed the face of baking with her innovative creations like cereal milk™ ice cream, compost cookies® and crack pie®.

the culinary trendsetter and sugar genius is a two-time james beard award winner, crain’s new york 40 under 40 honoree and the author of two highly acclaimed cookbooks, *momofuku milk bar* and *milk bar life*. *momofuku milk bar* highlights the cult favorites from the milk bar kitchen, and *milk bar life* captures milk bar’s fun-loving culture and off-the-clock recipes that are easy to make at home. christina is a role model to her team of over 200 and is also a big believer in giving back. the highly motivated lady boss serves on the board of directors for hot bread kitchen and cookies for kids’ cancer and is an adviser and investor in a handful of food startups, including the museum of food and drink (mofad) and maple. christina is also a judge on the hit cooking competition series masterchef and masterchef junior (on fox), playing an integral role in mentoring and making home cooks’ dreams come true.

christina has made headlines in top publications and television programs, including the wall street journal, late night with jimmy fallon, conan and the today show, has graced the covers of adweek and cherry bombe and was named one of the most innovative women in food and drink by food & wine. her unstoppable, free-spirited approach to life and inspiring achievements make her one of the most well-rounded and desirable chefs in the world.

milk press photos

If you would like a hi-resolution version of any of these photos, please go to the download link shown below the photo. pricing available upon request.



6" birthday cake: rainbow cake crumble, sprinkles and vanilla frosting. available at all stores and online for shipping or reservation. other sizes available: 10", 14" & sheet cake.
hi-res: <http://bit.ly/1PHM7k5>

b'day cake truffles: our vanilla rainbow cake, tossed in white chocolate and rolled in rainbow cake crumbs- it's a birthday party in a bite! available at all stores and online for shipping or reservation.
hi-res: <http://bit.ly/1Plb27h>



compost cookie®: pretzels, potato chips, coffee, oats, butterscotch and chocolate chips. available at all stores and online for shipping or reservation.
hi-res: <http://bit.ly/1NTb0hz>



cereal milk™ soft serve: made with milk, cornflakes, brown sugar and a pinch of salt. it's like the milk at the bottom of a bowl of cornflakes! available at all stores.
hi-res: <http://bit.ly/1WZ6ry7>



10" crack pie®: toasted oat crust, gooey butter filling. available at all stores and online for shipping or reservation.
hi-res: <http://bit.ly/1Ptylop>

crack pie® slice
available at all stores.
hi-res: <http://bit.ly/1N42Jns>



cereal milk™ jug
available at all stores.
hi-res: <http://bit.ly/1loVdah>



cereal milk™ mix: just add milk! makes 8 cups of cereal milk™. available at all stores and online for shipping or reservation.
hi-res: <http://bit.ly/1SRdOHH>

milk press photos

If you would like a hi-resolution version of any of these photos,



upper west side storefront interior
hi-res: <http://bit.ly/1QoecyA>



carroll gardens storefront exterior
hi-res: <http://bit.ly/1OKXmcX>



east village storefront exterior
hi-res: <http://bit.ly/1QDFdNu>



midtown storefront interior
hi-res: <http://bit.ly/1j1i5eg>



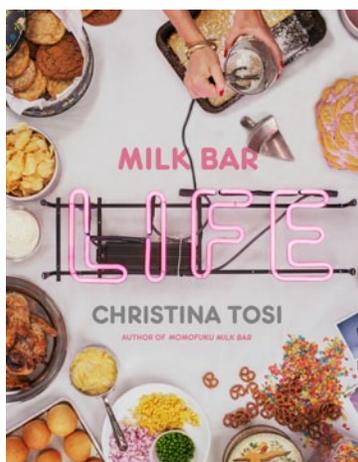
milk bar logo in jpeg format
hi-res: <http://bit.ly/1Ssli1j>



milk bar cdc exterior
hi-res: <http://bit.ly/1RZLGny>



christina tosi headshot; photo credit: Winnie Au for Refinery29
hi-res: <http://bit.ly/1mZYBt1>



milk bar life cookbook cover; photo credit: gabriele stabile and mark ibold
hi-res: <http://bit.ly/1SsItDa>



momofuku milk bar cookbook cover; photo credit: gabriele stabile and mark ibold
hi-res: <http://bit.ly/1JptOQz>

milk

milk bar locations

new york

east village

251 e 13th street
new york, ny 10003

midtown

15 w. 56th street
new york, ny 10019

upper west side

561 columbus avenue
new york, ny 10024

chelsea

220 8th avenue
new york, ny 10011

nolita

246 mott street
new york, ny 10012

west village

74 christopher street
new york, ny 10014

williamsburg

382 metropolitan avenue
brooklyn, ny 11211

carroll gardens

360 smith street
brooklyn, ny 11231



washington d.c.

citycenter dc

1090 i street nw
washington, dc 20001



nevada

las vegas

the cosmopolitan of las vegas

3708 las vegas boulevard south
2nd floor, east tower
las vegas, nv 89109



canada

toronto

190 university avenue
2nd floor
toronto, ontario, m5h 0a3



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 @christinatosimilkbar

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