

Retail Promotions

To catch the eye — and capture the purchases — of grocery shoppers, the California Avocado Commission partnered with select retailers on customized California avocado-branded promotions throughout California, the Western U.S. and targeted customers beyond. The Commission's retail support is customized for each of its partners, giving retailers the opportunity to showcase California avocado demos, displays, feature ads, recipe programs and point-of-sale materials uniquely suited to their customers. To encourage sales of premium California avocados, the Commission supported sales and display contests that inspired retailers to capture the best of summer merchandising opportunities with creative cross-promotional displays showcasing the availability of California avocados.





Now in Season and Available Here

For California Avocado recipes
visit CaliforniaAvocado.com

JOB 4316

Ask Meredith Your Questions at healthcents@rednersmarkets.com

HealthCents

Substituting California Avocados for mayo in coleslaw dressing is a creative way to reduce calories, fat & sodium!

Meredith McGrath, RD, LDN
Redner's Registered Dietitian

California Avocado Coleslaw

Serves 8 • Total time: 10 min

Ingredients:

- 1/2 cup rice wine vinegar
- 2 Tbsp. honey or agave nectar
- 1/2 tsp. dry mustard
- 1/4 tsp. orange zest
- 1/2 tsp. salt
- 1 Tbsp. toasted sesame oil
- 1 (1-lb.) bag coleslaw mix*
- 1/2 small red onion* very thinly sliced
- 1/2 cup chopped cilantro leaves*
- 2 ripe, fresh California Avocados
- 1/2 cup pineapple*

*These Items Are On Sale In Our Produce Department

In a large bowl make the dressing by whisking together the vinegar, honey, mustard, orange zest and salt until the seasonings are dissolved. Whisk in sesame oil. Add coleslaw mix, onion and cilantro to the dressing. Toss well to combine. Refrigerate to let the flavors blend (may be refrigerated for up to 24 hours). Just before serving, peel, seed and dice the avocado. Add the avocado and pineapple to the coleslaw. Use a slotted spoon to serve. Serving Suggestion: Stir in coarsely chopped peanuts or cashews for a nutty variation.

Fresh California Avocados **4/\$5** each
Save \$1.72 on 4

**OUR FARM FRESH
TWIST ON A CLASSIC.**



**New! CHICKEN
CAESAR SALAD**

CALIFORNIA AVOCADOS WHEN AVAILABLE.

Add A REGULAR DRINK TO THIS SALAD JUST \$1 MORE

<p>Enjoy 20% OFF</p> <p>Entire check, lunch or dinner</p> <p>Offer valid only for dine-in service. Excludes alcohol, taxes, and gratuity. See cashier for details.</p>	<p>\$9.99 Lunch</p> <p>Beverage included!</p> <p>Open - Mon. Each member of your party can enjoy this discount!</p>	<p>\$11.99 Dinner</p> <p>Beverage included!</p> <p>After 4pm. Each member of your party can enjoy this discount!</p>
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STARS, STRIPES AND Picnic Delights

Come experience our new July menu featuring Fresh California Avocados in our new Avocado BLT Salad. Try that, and other picnic delights like smoky BBQ Chicken Focaccia and tasty Broccoli Potato Soup!



Foodservice Promotions

Throughout California and targeted Western states, diners enjoyed limited-time-offer (LTO) California avocado menu items ranging from crisp salads and fresh California-style burgers to spicy tortas and flavorful omelets. By featuring LTO California avocado-branded in-restaurant, digital and social media promotions, the California Avocado Commission's foodservice chain partners encouraged demand for the fruit in season and expanded the reach of the California avocado brand.

**AS IF IT WAS
EVEN POSSIBLE,
WE MADE THE
IMPOSSIBLE[™]
BURGER
EVEN BETTER.**



Try the **new** and **improved** Impossible Burger with organic mixed greens, avocado, herbed goat cheese, grilled red onions with garlic aioli served on a toasted brioche bun.

Or Create Your Own Impossible on our clipboard today!

**FRESH
TABLESIDE
GUACAMOLE**



Prepared just the way you like it - with fresh avocados, spicy serrano chiles and a special blend of herbs and spices. **10.99**

CALIFORNIA AVOCADOS

EL TORITO

GOOD DAY SUNSHINE!
Northwest Ingredients. Locally Owned.

Elmer's
breakfast • lunch • dinner

CALIFORNIA OMELET
Our fluffy three-egg omelet with diced chicken, Daily's® smokehouse bacon, Jack and Cheddar cheese, fresh avocado, tomato, and classic Hollandaise sauce. Accompanied by your choice of Northwest Hash Browns or fresh seasonal fruit and a freshly-baked buttermilk biscuit. 11.49. Lighter Serving 10.49

SUNRISE SKILLET
Smoky chipotle bacon, sweet corn, black beans, Northwest Hash Browns, peppers and onions. Topped with Tillamook® Cheddar cheese-scrambled eggs, Northwest salsa, fresh avocado, sour cream and green onion. Accompanied by a freshly-baked buttermilk biscuit. 12.79

CRISPY CHICKEN RANCH SALAD
Crispy Chicken tenders served atop fresh salad greens tossed with Daily's smokehouse bacon, Tillamook® Cheddar cheese, tomato, black olives, and ranch dressing. Sprinkled with green onion. 11.49. Lighter serving 10.49

CALIFORNIA AVOCADOS
CaliforniaAvocado.com

Denny's

ADD
FRESH AVOCADO

CALIFORNIA AVOCADOS
CaliforniaAvocado.com

NEW!

CHICKEN TORTA

Fire Grilled chicken layered with queso fundido topped with sour cream, avocado, shredded lettuce, and tomato.

\$6.99
940 CALS

BAJA FRESH
eat well. live fresh!

CALIFORNIA AVOCADOS
CaliforniaAvocado.com

OUR GUAC IS EXTRA(ORDINARY)

ADD IT TO YOUR ORDER

Each year we source millions of Hass avocados picked from the orchards of California and delivered to our restaurants—where we cut, scoop and mash them by hand into a guac that's so rich and silky-smooth, it's coveted by every chip.

CALIFORNIA AVOCADOS
CaliforniaAvocado.com