



2025 Cinco de Mayo Retail Promotions of California Avocados See Substantial Growth

Promoting California avocados for the Cinco de Mayo holiday presents an opportunity to secure a strong position for the fruit early in the season, build brand awareness and keep the volume pipeline moving on behalf of California avocado growers. Due to supply timing, retail support for including California avocados in Cinco de Mayo programs has been soft for several years. This season, however, conditions aligned such that growers and handlers had sufficient volume of the fruit on hand — enough to make retail partners feel comfortable with committing to the California Avocados brand in time for this popular meal and social event.

This year, the number of retailers promoting California avocados during the lead up to the event (April 29 – May 5) climbed significantly from three to 14 (a 367% increase). A variety of promotions showcasing the locally grown fruit took place in Albertsons/Vons, Bristol Farms, Gelson's, King Soopers/City Market, Mi Tierra, Mollie Stone's, New Seasons Market, Nugget Markets, Raley's, Ralphs, Safeway, Sprouts Farmers Market, Target and The Fresh Market. These promotions, which took place in the west and with select customers outside the west, contributed to an increase in branded displays and sales of California avocados during this time period. 🥑

FEATURES OF MAY

PRICES VALID THROUGH MAY 27 UNLESS OTHERWISE STATED.

GEM Avocados From California

Meet the GEM of California avocados—rich, golden and slightly nutty, with a buttery texture that sets them apart. When kissed by lime, their natural creaminess deepens, the subtle sweetness intensifies and every bite takes on a deeply aromatic, irresistible edge. Perfect for topping tacos, mixing into salads or even tossing on the grill.



Raley's BEL AIR, NOB HILL
NOURISHING COMMUNITIES SINCE 1955

Cinco de Mayo SAVINGS!

<p>Original Shredded Chicken</p> <p>\$1.97^{lb}</p> <p>See in store for details</p>	<p>South Pork Shoulder Roast</p> <p>\$4.97^{lb}</p> <p>See in store for details</p>
<p>Original Shredded Chicken</p> <p>97¢^{ea}</p> <p>See in store for details</p>	<p>3 for 99¢</p> <p>See in store for details</p>



Gelson's

FRESH DEALS

APRIL 30-MAY 6 • WHILE SUPPLIES LAST

[SHOP ALL DEALS](#)

CURBSIDE OR DELIVERY



2/\$4.00 | SAVE AT LEAST \$0.58 ON 2
Hass Avocados