

Retail Promotions Bolster Sales of California Avocados

Retail promotions are fundamental elements of the California Avocado Commission's marketing support. In 2026, the Commission directed a greater percentage of the marketing budget for these programs to strengthen distribution and sales of California avocados throughout the season.

Retail programs in spring and early summer included sales contests, demos, ad flyers, shopper marketing campaigns, digital coupons and more. Sales contests with major retailers featured customizable in-store display bins and signs that spotlighted California avocado growers. CAC partnered with

the organization CA Grown for in-store demos centered around soccer watch party-themed recipes. Shopper marketing campaigns with national retailers promoted locally grown and showcased recipes to online shoppers. Digital coupons provided extra value to online and mobile shoppers when purchasing bagged California avocados, and ad flyers promoting the Golden State fruit encouraged peak season sales. Retail promotions were bolstered by in-store video ads that complemented the consumer advertising campaign at participating chains. 🥑



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California Avocados: locally grown, remarkably fresh.

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Creamy California avocados and Real California dairy meet juicy tomatoes, briny olives, tangy lemon zest, crunchy walnuts and more goodness from the Golden State in this next-level take on layer dip.

 

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SERRATO FARMS AVOCADOS

Jaime Serrato embodies the American dream, building his craft after coming from Mexico in the 1960s and passing his passion for California avocados on to his son, Ricardo. From his grove near Escondido, California he grows high-quality fruit with care from dawn to dusk.



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Now in season

California Avocados: locally grown, remarkably fresh.



\$3.99 (4.49 (\$1.89 / Each))



\$1.50 / ea (\$1.50 / Each)



\$5.99 (\$1.50 / Count)



\$2.50 / ea (\$2.50 / Each)



\$1.50 / ea (\$1.50 / Each)



\$2.50 / ea (\$2.50 / Each)

Retail promotions continue throughout the California avocado season and will be reported on in the next edition of *From the Grove*.