

New Items Added to the California Avocado Merchandise Shop

The California Avocado Commission developed and introduced new products to the California avocado merchandise shop in fall 2021 in time for holiday shopping. The new merch includes a series of poster prints featuring the current California avocado advertising campaign, apparel, an apron and a beach towel displaying campaign ads, a new sticker pack and merchandise not previously offered in the shop. A coffee mug, a small pouch, a laptop sleeve, an “avo head” hat perfect for sporting events

and an avocado pit pillow that is great for expecting mothers round out the new product line up. All of the items are California avocado-branded and are available for purchase at Shop.CaliforniaAvocado.com. The shop helps extend the California avocado marketing campaign in the offseason, further the connection between California avocados and the California lifestyle and brings traffic to CaliforniaAvocado.com. When fans purchase these merch items and wear or use them publicly it helps build awareness of California avocados. 🥑



