

# 2020-21 Highlights from Retail and Foodservice Chain California Avocado Promotions

**B**y partnering with major retail and foodservice chains to develop unique California avocado promotional campaigns, the California Avocado Commission can help deliver solid returns for growers by helping to secure distribution, broadening brand awareness, creating a sense of urgency among consumers to enjoy the fruit during its peak season and expanding usage of the fruit among targeted audiences.

## Retailers Urge Consumers to Enjoy California Avocados During Peak Season

This season, across the western U.S. and with targeted customers east of the Mississippi, the Commission worked with retailers on in-store promotional opportunities and integrated social media campaigns to drive awareness of California avocados' availability.

Walmart, which purchases size 60 and smaller California avocados, ran an on- and off-site California avocado media campaign in western units throughout May and June. The campaign showcased a "spotlight video" with influencer overlays during California Avocado Month, expanding awareness of the fruit's seasonal availability. These digital pieces secured 4 – 5 million impressions and helped encourage demand for smaller sized California avocados.

Natural Grocers stores in Arizona, Colorado, Idaho, Montana and Utah featured organic California avocados as part of their June Meal Deal promotion. The all-organic retail chain paired its California avocado advertising promotions with loyalty card offers for shoppers, ensuring customers saw the California avocado creative during peak season. In June, the chain focused on Father's Day with a Meal Deal promotion showcasing fresh California avocados as the perfect "upgrade" to hamburgers grilled at home. The sales results were impressive for a first-time promotion with a 21% lift in sales (6,500 cases over the previous year) for the locally grown fruit.

The Fresh Market features all sizes of California avocados – including both conventionally and organically grown fruit. As part of its merchandising and promotions, The Fresh Market created a magazine insertion showcasing the Golden State fruit and distributed it in-store and via mailer. More than 1 million magazines with the insertion were distributed, helping

broaden awareness of California avocado distribution at this east-of-the-Mississippi retailer.

Highlights from the latter portion of the season are as follows. In July, CHEF'STORE locations promoted both bulk and bagged California avocado products with two ads and featured the fruit in advertising flyers and as the centerpiece of an in-store sales contest. The Commission hosted additional sales contests throughout July and August at Albertsons/Vons/Pavilions, Bristol Farms and Gelson's units. Save Mart, including Lucky and Food Maxx, also participated in a CAC sales contest and supplemented their promotions with social media posts, a Summer Blast co-promotional opportunity with the California Milk Advisory Board Campaign and a digital billboard ad using the California campaign ad near a new Lucky California store that was opening in Pleasanton. Additional California campaigns pairing the fruit with Hatch chiles took place at Gelson's, Mollie Stone's and Save Mart.

California avocados were featured as the Dietitian's Pick of the Month for July at Hy-Vee units. To expand usage of the Golden State fruit, Kroger ran a California avocado promotion featuring a unique recipe ebook and showcased the Commission's *Avocado and Egg Breakfast Muffins* recipe. Nugget



CHEF'STORE's bagged California avocado ad ran in in July.



Save Mart locations took part in CAC's in-store display sales contest.

Markets conducted a California Avocado Blitz through the latter portion of the summer while Stater Bros. ran Summer Grill and Chill promotions and Sprouts highlighted the fruit as part of its California in-store campaign. Raley's featured fresh California avocados as part and parcel of their Summer Promotion and Safeway NorCal made a California-focused merchandising push and ran summer ad features. New Seasons conducted a focused push with a digital flyer showcasing the availability of California avocados and PCC Community Markets held a member event promotion to show how California avocados are perfect for all manner of summer occasions.

The Commission also helped targeted retailers align California avocado promotional activities taking place at their stores with coordinated social media programs. CAC planned, developed and implemented a variety of multi-platform social media programs unique to each targeted retailer that could be shared on the retailer's various digital and social platforms. In addition, the Commission crafted complimentary social and digital advertisements for these key accounts. These assets were then shared on the Commission's social platforms (Facebook, Instagram and Twitter) to promote the availability of the fruit at the retail partners' locations. The promoted posts also were linked to the "store locator" available on the CaliforniaAvocado.com website to ensure consumers could easily

find avocados at a retail store closest to them.

Social media support was provided to a wide range of the Commission's retail partners. To support CAC's "First of Season" promotion, Gelson's created and posted a social media campaign featuring a *California Avocado Steak Sandwich* recipe created by CAC Living Well Brand Advocate Manuel Villacorta. During Cinco de Mayo, Mollie Stone's created a social media campaign for their Instagram and Facebook platforms, as well as the Mollie Stone's blog. Each of the posts featured CAC's *Three-Way California AvoTacos* with a mouth-watering photo of the recipe. Raley's kicked off California Avocado Month by sharing a California avocado beauty image and copy provided by the Commission on their Instagram channel. Stater Bros. Markets featured the *California Avocado Hatch Chile Grilled Cheese* recipe on their Facebook page as part of their Summer Grill and Chill promotion.



Stater Bros. Markets shared this California Avocado Hatch Chile Grilled Cheese recipe on its Facebook page.

By providing retailers with social media support the Commission was able to promote availability of the fruit, and drive consumers to retail partner stores. CAC also leveraged the communications power of third-party advocates who shared key California avocado messaging, recipes, usage and versatility ideas across their websites, newsletters and social media channels. The social media activities, which kicked off in March and continued throughout the season, have garnered 4.1 million impressions thus far.

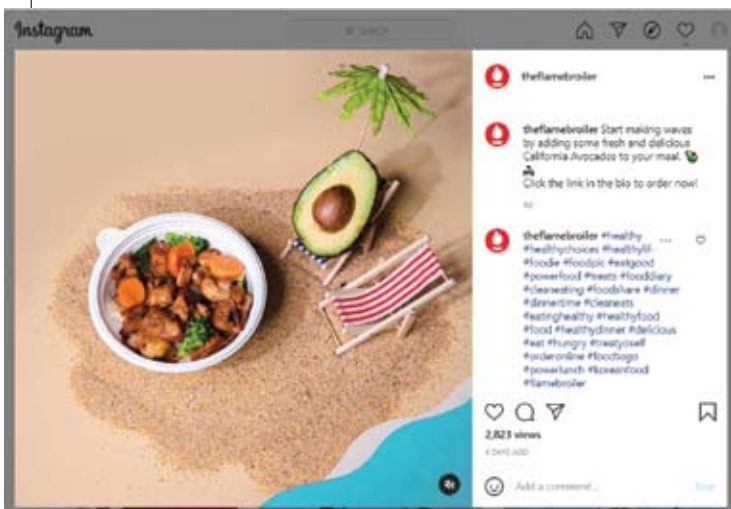
### Foodservice Chain Promotions Highlight Versatility of Locally Grown California Avocados

California avocado menu items that appeal to a wide range of dietary lifestyles have been featured in a variety of foodservice chain promotions this season. These programs help build awareness of the fruit’s seasonality and versatility. The unique menu items also encourage demand for the fruit in meals away from home and pique consumer interest in preparing California avocado-inspired dishes at home — ultimately encouraging sales of the fruit.

units of Tustin-based Wahoo’s Fish Taco chain featured *Sunset Chicken Salad*, *Ceviche* and any bowl, entrée or burrito “Kahuna Style” with freshly made California avocado guacamole. From May 30 – July 3, the Seattle-based Nordstrom Restaurant Group featured *Avocado Toast*, *Avocado Shakes* and *Avocado Quinoa Salad* across all of its Western U.S. locations. Mixt, a San Francisco-based chain, ran a Celebrate California Avocado promotion at its 16 units from June 15 – September 1.

Santa Ana-based chain Flame Broiler ran a California avocado upsell promotion from July 1 – August 15 at 160 units located in Arizona and California. Throughout the month of July 238 units of Irvine-based Habit Burger in Arizona, California and Nevada showcased their *Santa Barbara Char Burger* promotion featuring California avocados. Forty-one Jimboy’s Tacos units in California and Nevada featured a wide range of California avocado dishes including *Guacamole and Chips*, *Stuffed Quesadillas*, *Taquito-MG*, *Avocado Salad*, and *Taco Salad* beginning July 1 and ending mid-August. Carlsbad-based Rubio’s featured the Golden State fruit on its menu at 160 units in Arizona, California and Nevada throughout the entire month of July. During the latter portion of July and early August, Ike’s Love and Sandwiches, which is based out of San Francisco, featured fresh slices of California avocados on its *Hunter Pence Sandwich* in 69 units also located in Arizona, California and Nevada.

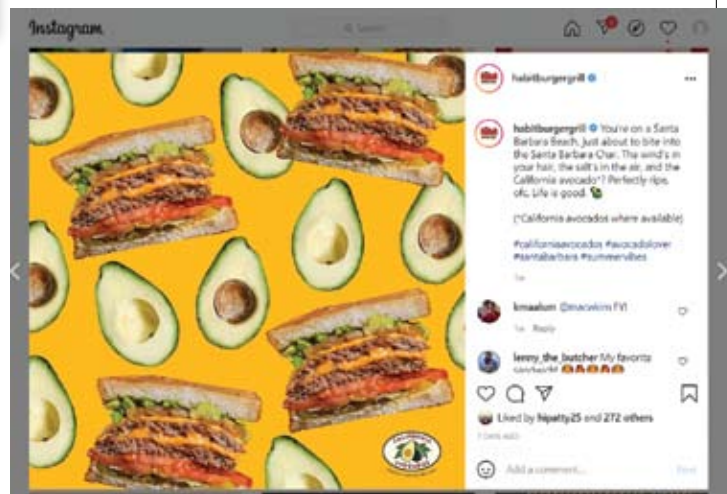
Partner retail and foodservice chain California avocado promotions reached consumers no matter where they were — on the street, in the car, at home, in the store or dining out — during the height of California avocado season. Coordinating and integrating on-site, digital and social media promotional activities provides the Commission with extensive opportunities to showcase what makes California avocados unique, the myriad ways they can be enjoyed and how the fruit is part of the iconic California lifestyle. 🥑



Flame Broiler’s Instagram called out the availability of California avocados.

This year 20 Southern California NORM’s restaurant units celebrated the California avocado season by proudly announcing to their diners that fresh California avocados were on the menu. From May 15 – July 1, patrons of the Southern California-based diner-style restaurant chain could add a quarter wedge of fresh California avocados to any dish for 99 cents. As part of the six-week promotion, the California Avocados brand logo appeared on NORM’s main website page in the rotational photo gallery. In addition, the chain promoted its California avocado offer with posts across its social media channels and in its newsletter.

Beginning May 15 and running through July 31, the 43



On its Instagram Habit Burger encouraged diners to enjoy its Santa Barbara Char Burger with fresh California avocados.