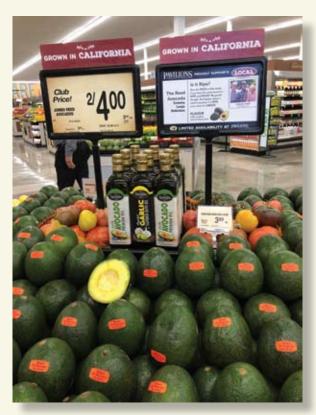
Retail Promotions

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-ofsale 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 crosspromotional displays showcasing the availability of California avocados.























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.

