



Chef Malarkey demonstrating how to safely cut and peel California avocados.

Consumer Public Relations Kicks-Off the 2021 Season

After an unexpected and challenging 2020, the California Avocado Commission celebrated a strong kickoff for the 2021 California avocado season in March by hosting a virtual cooking class for key media, retail contacts and brand advocates with Chef Brian Malarkey, a well-known, San Diego-based chef and Top Chef All-Stars finalist.

In partnership with the Commission, Chef Malarkey curated two new and unique recipes for the cooking class, starring California avocados. In total, 10 media contacts from national, regional and local consumer and trade outlets, as well as three retail contacts, attended this exclusive opportunity to build anticipation and awareness around the start of California avocado season. All attendees received fresh ingredient boxes, complete with locally sourced California avocados, in advance of the event where they then cooked the two new California avocado-inspired dishes alongside Chef Malarkey from the

comfort of their homes. CAC also partnered with Daniella Malfitano – chef, cookbook author and culinary personality – to serve as a moderator for the event and keep attendees engaged. She currently serves as the public member on the Commission Board of Directors and had a wealth of knowledge to share with participants about the benefits of California avocados. Additionally, CAC provided attendees with an inside look at the rich history of the California avocado, as well as the commitment and dedication of the growers, by unveiling a new video, “California Avocados – History, Growers and Culture” (<https://bit.ly/3ttcAtw>), during the event.

By inviting credible, third-party reporters, retail contacts and brand advocates to attend the season opener event, CAC was able to expand its reach to various lifestyle, industry and foodie consumer audiences in an authentic manner, while also providing them with inspiration and a deeper knowledge of California avocados. Attendees shared their positive experi-



Chef Brian Malarkey cooking during the season opener virtual cooking class.



Malarkey's final dishes on display during the season opener virtual cooking class.



Chef Malarkey shared his California avocado-inspired recipes, such as the Dungeness Crab Stuffed California Avocado, with his more than 35,000 followers on Instagram (<https://bit.ly/3ephbbH>).

ences on both social and traditional media channels, resulting in more than 108 million impressions across outlets including Sunset Magazine, The San Diego Union-Tribune, NBC Los Angeles, The Produce Reporter and Fresh Plaza. Reporter Pamela Riemenschneider also shared her experience on her YouTube channel, Produce with Pamela (<https://bit.ly/3etXqzP>).

Momentum around California avocado season continued through summer with two additional consumer PR programs focused on communicating the unique California avocado differences, and encouraging consumers to purchase the fruit in-season. To celebrate California Avocado Month in June, the Commission partnered with regional publication Modern Luxury to host a recipe contest among a premium California audience, encouraging consumers to experience the fruit while creating their must-have California avocado recipe. Additionally, CAC hosted a socially-distanced drive-in movie event for Orange County families by screening 'Angels in the Outfield,' a classic family film that leans into California culture and lifestyle.

Throughout the season, the Commission continued to collaborate with talented food, wellness and lifestyle influencers as well as brand advocates to consistently create rich and engaging content featuring California avocados, such as recipes and videos, highlighting their versatility while educating and persuading consumers to look for the California label in stores. 🥑