





*Chef Dave Woolley works on new menu concepts that balance foodservice operators' need to develop new menu items with on-trend ingredients and flavor pairings with operational considerations.*

views trend forecasts to identify ingredients, flavoring/spices and cuisines that are making headlines in industry publications and on social media channels.

Once CAC identifies the target accounts and themes it will communicate throughout the season, Chef Dave Woolley develops a series of new California avocado menu concepts that reflect those trends and can be showcased at industry events. The team also develops season and trend-specific talking points that will be used throughout the year for public relations purposes, in discussions with foodservice repre-

sentatives, during media grove tours and integrated into the Commission's print and digital ad campaigns.

The Commission also holds one-on-one menu ideation sessions and on-site demonstrations with targeted chains, showcasing menu items specifically created by Chef Woolley for that chain. Once CAC has secured a partnership, the team develops a brand-specific promotional plan that includes showcasing the California Avocados brand logo and mouth-watering photos of the California avocado-centric dishes on in-store POS pieces. 🥑

## FUTURE 50: EMERGING BRANDS

Restaurant Business magazine's annual ranking of the fastest-growing small chains in America

**FUTURE 50: EMERGING BRANDS**

### THE MATADOR



Contemporary Tex-Mex chain The Matador offers a design-focused atmosphere with scratch-made tortas and enchiladas, and a massive tequila selection. Owners...

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### ROCCO'S TACOS AND TEQUILA BAR



From multiconcept operator Big Time Restaurant Group, Rocco's features a party-like atmosphere with upbeat music and bright colors. To further the...

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### BARTACO



The goal: make diners feel like they are at a stylish beach resort, eating tacos and sipping tequila. Named as one of the best tacos in America by...

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### NORTH ITALIA



The upscale Italian chain from restaurateur Sam Fox's Fox Restaurant Group is known for its handmade pastas and pizzas, made from scratch daily. Across its...

*By identifying emerging foodservice brands within targeted markets, CAC can select partners whose menus complement California avocados.*