



California Avocado Sashimi Board

Brand Advocates Continue to Generate Awareness and Educate Consumers About California Avocados

During the 2022 California avocado season, the California Avocado Commission partnered with five food- and recipe-focused bloggers and content creators to continue to expand California avocado brand awareness and affinity. These brand advocates educated targeted audiences about the availability and premium quality of the fruit and created recipes to inspire them with different ways to enjoy the fruit in season.

By leveraging third-party partners with significant social followings, the Commission was able to expand its reach to an expanded audience of targeted consumers via the advocates' various social media platforms. Each of the California avocado brand advocates are well-known and trusted influencers with excellent food styling skills and the ability to masterfully create delicious recipes.

The five brand advocates for the 2022 season were:
Adam Merrin and Ryan Alvarez of Husbands That Cook
Ashley Hankins of Eat Figs, Not Pigs
Hannah Kling of Lovely Delites
Kristina Cho of Eat Cho Food
Remy Park of Veggiekins

The Commission provided the brand advocates with recipe themes that would appeal to consumers, are easy to make and easily replicated in average home kitchens and that would also challenge the culinary creativity of the partners. Designed to grab consumer attention, these themes included Time Saver Meal/Take-Out at Home, Charcuterie Board, Date Night and Boardwalk Bites. For example, Kristina Cho of Eat Cho Food created the fresh and visually appealing *California Avocado Sashimi Board*. The board was composed of fresh sushi-grade fish, artfully sliced California avocado, crispy rice balls



California Avocado Pesto Pizza

(yaki onigiri), seaweed snacks, edamame, cucumbers and a California avocado-edamame dipping sauce — a unique spin on a charcuterie board. Ashley Hankins of Eat Figs, Not Pigs artfully constructed a *Springtime Charcuterie Board featuring California Avocados* that included crackers, seasonal fruits and veggies, California avocado hummus, vegan avocado ranch dressing and fresh slices of avocado. Hankins also crafted a *California Avocado Pesto Pizza* for May's date-night theme.

To encourage California avocado demand, the Commission worked with the brand advocates to craft social media posts encouraging their followers to look for and purchase California avocados while they are in season and at their peak availability. Additionally, all of the third-party social media content tagged the Commission's social handles, providing the Commission with the oppor-

tunity to direct followers to [CaliforniaAvocado.com](https://www.CaliforniaAvocado.com).

Throughout the season, the brand advocates photographed their recipes and created short form videos that communicated their preference for California avocados. They encouraged their followers to look for the California label when shopping for avocados at their local supermarkets. The content created by these trusted third-party influencers captivated audiences, generated high engagement and brought attention to California avocados. The content was posted on each advocate's blog and shared across their individual social media channels,

including Instagram, Facebook, Pinterest and the ever-trendy TikTok. From March to June, the Commission's brand advocates garnered more than 2 million impressions across their blogs and social channels. 🥑



Springtime Charcuterie Board featuring California Avocados