

ORDER LIKE A GUAC STAR

MAY 15 - JUNE 30

order any Haus item featuring
avocado and be entered for a chance
to score California Avocado merch



Foodservice chain partner Dog Haus featured a California avocado giveaway as part of its social media promotions.

Restaurant Chain Promotions Build Peak-Season Demand with California Avocado Menu Offerings

Restaurant chains looking to differentiate themselves from their competitors choose California avocados as a means of positioning their chain as a premium option among diners. By showcasing the fruit's seasonal, local and sustainably farmed traits with unique menu items and digital promotions, the California Avocado Commission helps its foodservice chain partners stay top-of-mind and relevant with their dining patrons.

Beginning in May, the California Avocado Commission partnered with 12 California-based chains and national chains with a strong foothold in California and western markets. To reach a broad consumer base, CAC partnered with chains ranging from quick-service to family dining restaurants. Northern California partners included Buckhorn BBQ & Grill (9 units), Erik's DeliCafé (28 units), Ladle & Leaf (9 units), Mixt (17 units) and Super Duper (17 units), while Southern California chains included Flame Broiler (82 units), NORMS



PEAK SEASON IS HERE.



We love avocados (duh). But we've only got eyes for **California Avocados**—our supplier of choice for their sustainable and ethical business practices, and delicious local fruit.



Huge thank you to California Avocados for helping to make our salads and bowls shine. So go ahead, add avocado to any salad or bowl and unlike everyone else, we don't charge extra.

AVO UP!

Restaurants (23 units) and Wahoo's Fish Tacos (25 units). National chains promoting California avocados on their menus included Del Taco (258 California units), Denny's (270 units in Arizona, California and Nevada), Dog Haus (32 units in Arizona and California) and Robek's (52 units based in California).

The Commission supports its foodservice chain partners with a menu promotion fund that helps chains develop impactful promotional materials that are shared with targeted diners through email blasts and on the chain's website and social media platforms. These assets create a sense of urgency among targeted consumers by encouraging diners to enjoy California avocados while they are in peak season. By actively sharing promotions across their social media platforms, the foodservice chains reach a broader audience and are not simply reliant on diners having to visit a chain's location or website to view the point-of-purchase materials. Ultimately, by encouraging diners to try the locally grown and sustainably grown fruit when dining out, the Commission leverages the opportunity to have consumers experience the California avocado difference as part of their dining experience. 🥑



Denny's featured this tri-panel tabletop sign encouraging diners to add fresh California avocados to any dish in 270 units located in Arizona, California and Nevada.

Northern California-based Mixt showcased peak-season California avocados in email blasts to loyal club members and on its social media channels.