

California Avocado Promotions at Retail

The California Avocado Commission continues to work with loyal Tier 1 retailers to develop effective promotions and bring awareness to a broad range of consumers to increase sales of California avocados. Focusing on customers in California, the west and other targeted retailers, the California avocado-branded promotions are customized to reach the retailer's shoppers. Programs include feature advertising, promotions on the chains' social and online platforms and in-store activity. California avocado display bins and custom point-of-sale are coordinated with sales and display contests to grab the attention of shoppers, encouraging them to purchase California avocados. These programs, along with the Commission's store locator on CaliforniaAvocado.com, help build consumer awareness of the seasonal availability of California avocados and where to buy them. 🥑



Kroger – California avocado bag



Save Mart ad featuring a California avocado grower



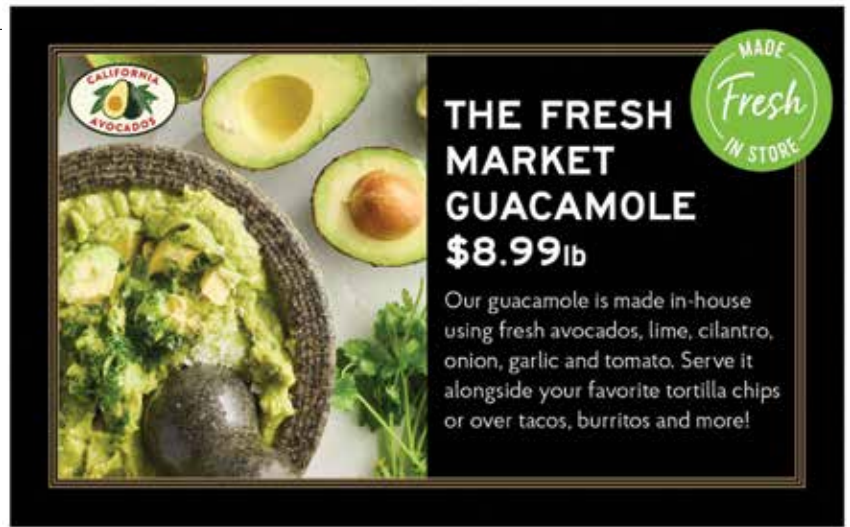
The Fresh Market – National Avocado Day ad



Sprouts Farmers Market – California avocados ad



Gelson's – California avocado display (local grown promotion)



The Fresh Market – fresh made guacamole ad



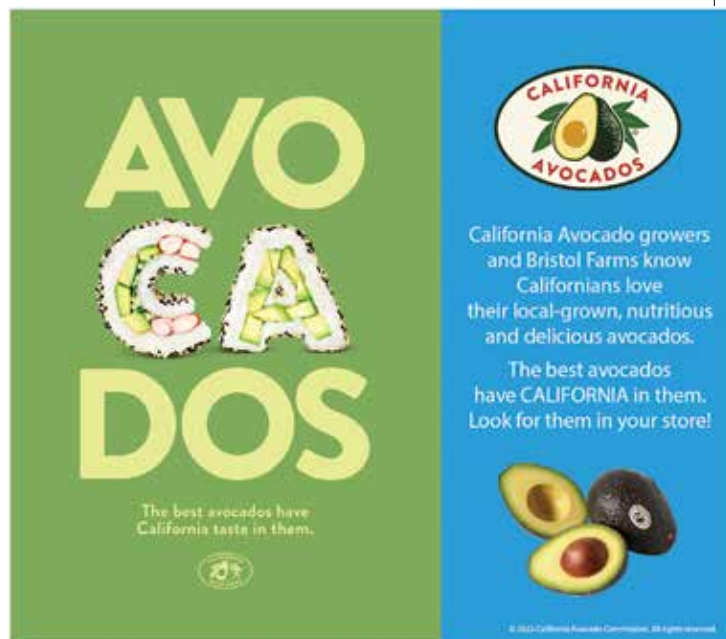
Custom POS card created for New Seasons Market GEM displays



Nugget Markets' Summer Field Guide featuring GEM avocados



Mollie Stone's announcing on Twitter that California avocados were available for the Big Game



Bristol Farms – Passport to Savings ad



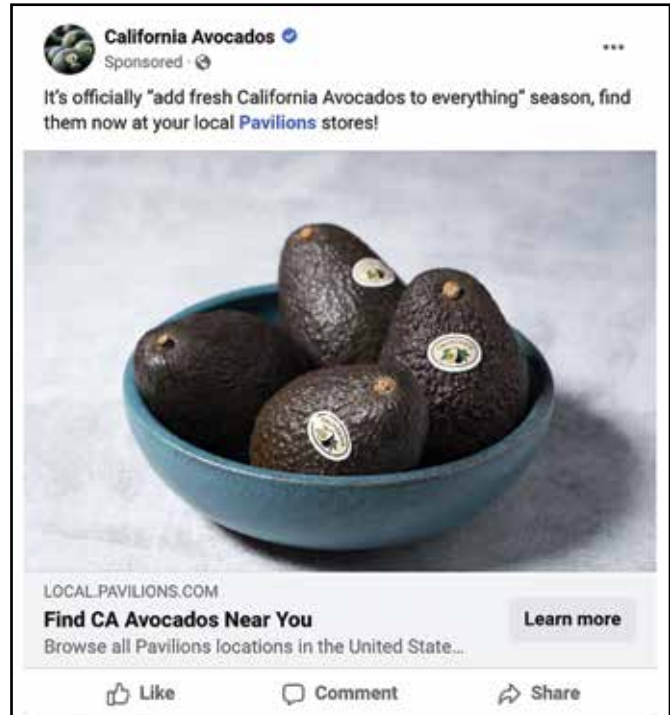
Walmart digital ad featuring California avocado campaign creative



Digital California avocado ads with Sam's Club



Mollie Stone's – California avocado display (Cinco de Mayo)



Pavilions Facebook post announcing the availability of California avocados in their stores

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