

Retail & Foodservice Early Season Promotions

Local and regional retailers and foodservice operators are important partners in purchasing and promoting California avocados, especially during early season and late season when volume can be significant but not large enough to fulfill the requirements of larger chains. The following are examples of 2023 California avocado retail and foodservice promotions that started before June, along with a preview of the creative assets one very large club account will be using this year. The fall edition of From the Grove will highlight promotions that take place in June and later.



Sprouts' display contest featured signage calling out locally grown California avocados.



California avocado sampling at Gelson's stores.



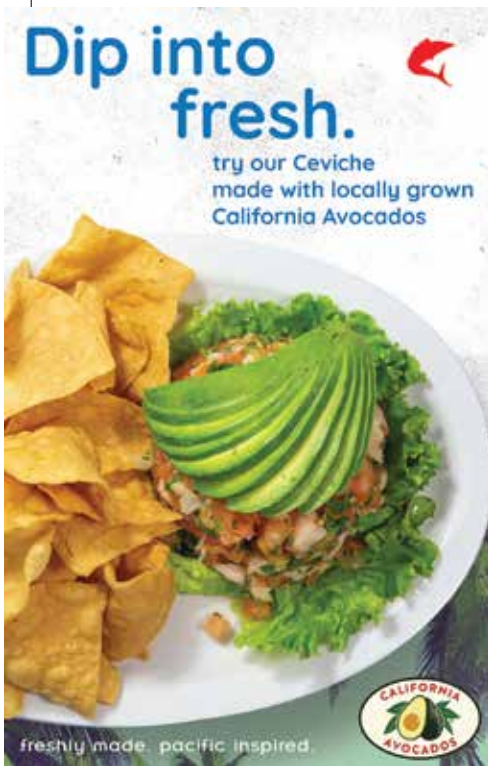
Mollie Stone's held a Cinco de Mayo-themed sales and display contest.

Creative Sets

California Avocado Spring 2023



Sam's Club used a set of digital ads to announce availability of California avocados in spring. They also featured the tagline for the Commission's advertising campaign.



Erik's DeliCafé social media post example.

Wahoo's Fish Tacos promoted California avocados online and in their stores with the point-of-purchase ad.



Buckhorn BBQ & Grill's online menu noted, "We proudly serve Fresh California Avocados" and featured the California Avocados brand logo.



Flame Broiler announced the arrival of California avocado season.