


CAC's United Plates of America Theme Pairs Avocados with Summer Holidays

When it comes to summer entertaining, avocados are increasingly a favorite on American party menus. This summer, shipments of avocados of all origins for Memorial Day festivities totaled 118 million pounds with similar demand for 4th of July celebrations at 117 million pounds. Americans' desire to enjoy avocado-centric dishes during the summer has grown, and the California Avocado Commission's (CAC) marketing team developed a cross-platform marketing plan to ensure consumers specifically associate *California* avocados with American summer holidays and choose the American-grown fruit as the centerpiece of their summer parties.

This year, as part of its American Summer Holidays promotion, CAC launched the "United Plates of America" theme — integrating summer celebrations and travel, California avocados and recipes showcasing the unique flavors, culinary themes and quintessential holiday dishes the United States — particularly Western states — are known for.

To build excitement around the promotion, CAC placed print ads in trade newspapers such as *The Packer* and *The Produce News*, along with digital ads in online sites such as AndNowUKnow and FreshPlaza. Trade press releases outlined the benefits of CAC's marketing support and encouraged retailers to display California avocados as part of their American Summer Holidays promotions. In total, more than 400,000 trade impressions were generated concerning CAC's American Summer Holidays, Memorial Day and 4th of July promotions.



CALIFORNIA RED, WHITE & BLUE

Our locally grown avocados are the All-American avocado for the 4th of July and American summer holidays. Your customers look for our golden seal of approval—the California label. It's the symbol that guarantees the homegrown taste, freshness and quality.

Call 1-800-344-4333 or visit CaliforniaAvocados.com/Retail for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.

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CAC ran American Summer Holidays trade print ads in publications such as *The Packer* and *The Produce News*.



Chef Ryan Lamon's Grilled BBQ Chicken Salad Stuffed California Avocados were featured in the Commission's American Summer Holidays press release.

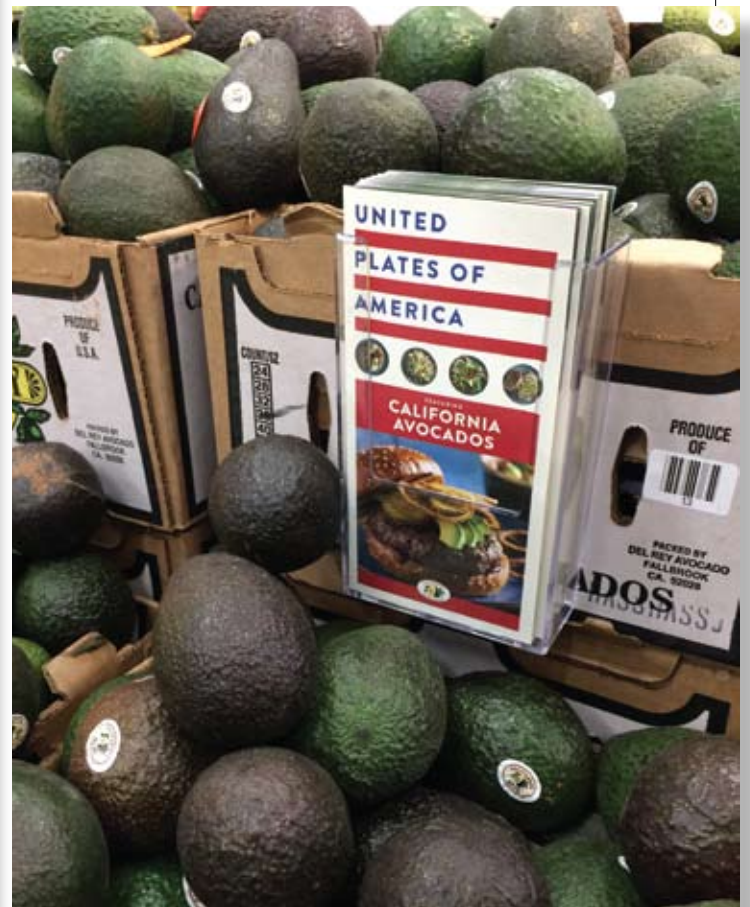
In addition, CAC distributed a consumer-facing press release showcasing American Summer Holidays recipes created by Chef Ryan Lamon, including *Grilled BBQ Chicken Salad Stuffed California Avocados* and *Crab Cake Sandwiches with California Avocado Remoulade*. Retailers promoting California avocados were provided with copies of the Commission's United Plates of America recipe booklet featuring 18 unique summer holiday recipes, tips for selecting and handling California avocados, as well as a tutorial on how to create a California avocado rose. The booklets were shared at live in-store food events, through supermarket dietitian communication programs and as part of summer-themed displays.

California avocado in-store audio ads encouraged shoppers to check the label and choose American-grown California avocados for all their summer entertaining occasions. The ads aired in targeted retailers such as Albertsons, Fry's, Pavilions, Ralphs, Smith's, Stater Bros. and Vons.

On the consumer side, the Commission engaged with California avocado fans on social media by sharing summer-friendly California avocado recipes, educational content and a new store locator tool. Recipes ranged from a *California Avocado Key Lime Pudding* to a cool and fruity *California Avocado*



In-store demos at Stater Bros. showcased California avocados and tomatoes on crackers during Memorial Day weekend.



The United Plates of America recipe booklet, featuring 18 California-avocado regional recipes, on display at Gelson's.



California Avocados ✓

@CA_Avocados

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Can't decide which flavor you favor? Our **#UnitedPlates** recipes will help you out: bit.ly/2sENwEg bit.ly/2t7wlc4



As part of the United Plates of America theme, the Commission solicited input from its social media fans about their favorite regional recipes.

Melon Smoothie — demonstrating how easy it is to add California avocados to summer celebratory menus. Besides sharing eye-catching photos of refreshing California avocado recipes with fans on Instagram and Twitter, the Commission posted easy-to-follow recipe demonstration videos on YouTube.

Tapping into a summer road trip theme, CAC shared United Plates of America social media posts that sought fan feedback concerning favorite regional cuisines they've enjoyed while vacationing during the summer. The social media polls were supplemented with California avocado-centric recipe posts featuring fan favorites.

As the 4th of July approached, fans also enjoyed a series of holiday-themed posts on Facebook, Instagram and Twitter featuring patriotically-themed recipes such as *California Avocado Red, White and Blue Salsa*. The 4th of July-themed posts reached more than 104,000 social media users.

To generate excitement around the 4th of July, CAC swapped out online banner creative leading up to the holiday

with two different American Summer Holidays executions on the popular Food52, Tasting Table and PureWow websites. Nativo, which distributes brand content within publisher editorial streams, also ran two custom articles featuring California avocados: *Four Ways to Celebrate Fourth of July with California Avocado* and *Five All-American Ways to Celebrate with California Avocado*.

The Commission also provided California avocado fans with a new online store locator tool designed to make it easier for them to locate their favorite fresh fruit. Posts on Facebook, Instagram and Twitter reminded fans that California avocados were in season and then provided direct links to the store locator housed on the CaliforniaAvocado.com website. These posts reached more than 22,500 users.

All told, the CAC's summer marketing activities during the American Summer Holidays period (Memorial Day – 4th of July) garnered more than 23.5 million impressions across in-store, audio, digital and social media channels. 🥑