

California Avocado Month Activities Reach Millions

In recognition of June as California Avocado Month, the California Avocado Commission (CAC) implemented a multi-faceted campaign that utilized supermarket registered dietitians (SRDs) at targeted top tier retailers, included a nationwide media outreach campaign and established partnerships with popular bloggers and chefs to showcase the versatility of the fruit in a variety of new on-trend recipes.

Top tier retailers celebrated California Avocado Month with in-store events, television appearances, email blasts and giveaways that provided customers with new usage ideas, recipes and nutritional information. As part of the celebration, CAC distributed 4,000 copies of *Superfood Spotlight: Making Mealtimes Easy for Moms* to 40 SRDs at 12 top tier retailers. Those retailers included Albertsons, Balls Food Stores, Dierbergs Markets, Harmons, HEB, Hy-Vee, King Soopers/The Little Clinic, Lunds & Byerly, New Seasons Market, Northgate Markets, PCC, Save Mart and Schnucks.



A Kroger RDN showcased grilled California avocados at King Soopers/The Little Clinic Diabetes Wellness Festival.



George's at the Cove in San Diego celebrated California Avocado Month on its social media channels and with unique California avocado specials on its menu.

Portland-based New Seasons Market featured California Avocado Month in its June "Newstrition" e-newsletter and on its website, and included a link to *Guacamole Potato Salad* on CaliforniaAvocado.com. The Nutrition Educator for PCC Natural Markets in Seattle provided customers with CAC's *Wake-up to Breakfast* recipe booklet, recipe tear pads and California avocado cutters. Harmons' RD distributed the *California Avocados Plant-based Diet* recipe booklet at the National Senior Health and Fitness Day held in Salt Lake City, Utah.

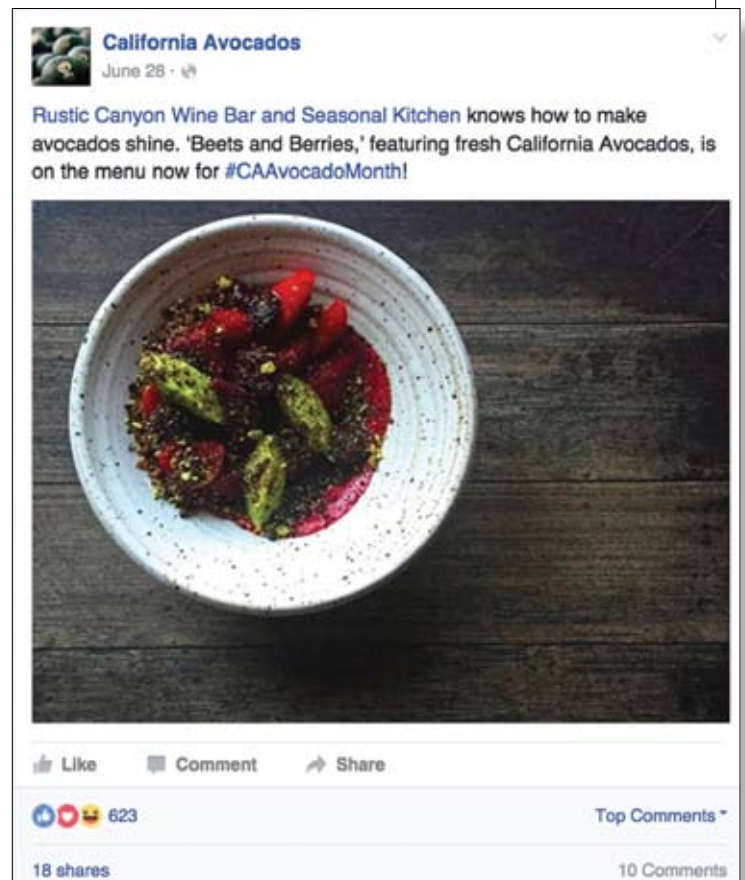
The Denver-based Kroger banner King Soopers/The Little Clinic participated in a variety of ways. Four locations hosted a Diabetes Wellness Festival where they prepared and served grilled California avocados for the attendees and distributed California avocado cutters and *American Summer Holidays* brochures. Additionally, their registered dietitian nutritionist (RDN) showcased California avocados as one of her "unexpected foods for grilling" during a televised segment on Colorado's Best KWGN-TV, which has an audience of 15,400. During the segment she also shared her "favorite trick" for peeling an avocado and reminded viewers that avocados are a "great way to get your healthy fats for the day."

To build additional awareness of the peak California avocado season, CAC conducted a media outreach campaign and partnered with popular bloggers and chefs to showcase

the versatility of the fruit in a variety of new on-trend recipes. The multi-faceted campaign featured press releases, California avocado shipments, partner blog posts, retail partnerships and artisan chef menu items, and was supported on social media by partner chefs and CAC's own channels.

Throughout June, CAC's artisan chefs featured specialty California avocado menu items in their restaurants. These unique dishes represented a wide range of creative meals. In downtown Los Angeles, Chef Josef Centeno added a special to each of his three restaurants: California avocado guacamole at Bar Ama, a luxe California avocado toast at Ledlow and his popular California avocado grain bowl at Orsa & Winston. In Santa Monica, the Rustic Canyon restaurant group joined in by adding California avocado toast variations at both Esters and Huckleberry, mixing fresh California avocados with the crowd-favorite Beets & Berries dish at Rustic Canyon Wine Bar and spinning a limited edition California avocado and prosciutto pizza at Milo & Olive.

Chef Trey Foshee in San Diego added two new California avocado tacos to the menu at Galaxy Taco and several new dishes to the patio menu at George's at the Cove, including



This Facebook post, showcasing Rustic Canyon Wine Bar's Beets and Berries featuring California avocados delivered an engagement rate of nearly 7 percent, more than seven times the industry standard benchmark.



California Avocado Cardamom Ice Cream.

a delicious summer salad with mozzarella and California avocados. In Sacramento, Chef Partner Mike Fagnoni added specials at both of his restaurants as well — a *California Avocado Toast* for guests at Public House and *Smoked Pork Belly with California Avocado, Buttered Shrimp and Pickled Tomatillo* at Hawks Restaurant. In Seattle, the Tom Douglas restaurant group added specials at four of their restaurants throughout the city, including *California Avocado Fries* at Assembly Hall, a *Summer Salad with California Avocados* at the Dahlia Lounge, a *B.L.A.T. Sandwich* at Seatown and a delectable *Chilled California Avocado Soup with Dungeness Crab* at Palace Kitchen.

CAC celebrated these artisan chef partnerships on its Facebook, Instagram and Twitter channels, featuring beautiful imagery of the California Avocado Month dishes. These posts drove awareness of the dishes and prompted those in relevant markets to visit the restaurants for a taste themselves. Overall, the social media posts garnered nearly 1.4 million premium Californian impressions.

One of the hottest consumer trends this summer was creative ice cream recipes. To engage with consumers eager for unique ice cream flavors, Chef Partner Jessica Koslow (SQIRL) developed a *California Avocado Cardamom Ice*

Cream with Fermented Carrot Custard in partnership with local artisan ice cream parlor, Salt & Straw. The specialty treat was served at three of their Southern California locations, featured in a press release and in a pre-written article developed by CAC. The recipe can be found at <http://bit.ly/avo-icecream>.

The Commission also sent ice cream party kits and fresh, ripe California avocados to its 2016 Blogger Ambassadors, as well as other popular bloggers and influencers, encouraging them to create their own adventurous California avocado ice cream flavors and share them with their fans.

Overall, CAC's California Avocado Month activities helped to promote the peak of California avocado season and create excitement for the fruit. This year, California Avocado Month activities resulted in more than 150 million impressions. 🥑