



This foodservice recipe for Smoky Grilled Caesar Salad with California Avocado shows restaurant chains how they can start with a known dish and add a California-style twist that takes the menu item to the next level.

Cooking Up New Recipe Support

Eating an avocado plain or with a little salt is a perfect way to enjoy a California avocado — no recipe needed. While plain is good, the fact that avocados are extremely versatile creates demand-building usage opportunities 24/7. For this reason, recipes using California avocados are a key component of the California Avocado Commission’s marketing toolbox, providing inspiration to consumers and customers with new usage ideas and encouraging them to buy more. Commission recipe work happens year-round, and new recipes are created annually to support seasonal marketing programs. It’s important to note that the recipes don’t stand on their own, they are part of public relations outreach, advertising, brand advocate communications and trade partner programs that include California avocado messaging. Many include calls to action to seek out California avocados in season or look for California on the label or menu.

Each year in the pre-season, CAC’s Marketing team (in-

cluding agencies) determines what programs need recipes and then provides direction to a range of recipe developers. This direction includes brand guidelines, topics and themes as applicable. CAC often works with well-known chefs who sometimes also act as spokespersons for the Commission. In 2022 these will include food stylist and author Meg Quinn and celebrity Chef Nyesha Arrington.

Dietitians and nutritionists, including influencers who are part of the Commission’s Living Well Brand Advocate program, also develop recipes using California avocados. Popular bloggers and social media influencers create innovative recipes and photograph them for use on their own social channels. Custom content creation media partners that are part of the Commission’s advertising program furnish unique California avocado applications too. These recipe developers provide concept ideas to CAC, and after receiving input they get to work in their kitchens to bring the ideas to life. For widely distributed recipes such as those used in consumer public



Living Well Brand Advocate Elizabeth Shaw, MS RDN CPT, came up with a flavorful, nutritious recipe for California Avocado Granola Bars. The CAC team enjoyed the bars very much and collaborated with Shaw on a second, more indulgent version of the recipe, California Avocado Sticky Toffee Bars.



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This Sesame Seared Ahi Tuna and Grilled California Avocados dish utilizes simple grilling techniques to create an impressive entrée. On [CaliforniaAvocado.com](https://www.californiaavocado.com) CAC calls out these recipe nutrition highlights, “high potency of dietary fiber (107% DV), protein (146% DV), plus B Vitamins; B5 (100% DV), B3 (330% DV), B6 (190% DV) and B12 (200% DV)”.



Brand advocates develop recipes targeted to reach consumers who are looking for ideas of high interest. With shoppers interested in reducing food waste, Beth Brickey created this No Waste Broccoli & California Avocado Soup.

relations outreach the Commission tests the recipes for performance and obtains nutrition analysis from an independent laboratory. With that data CAC can promote certain recipes as having nutritional attributes that consumers seek, such as low sodium or high fiber.

Oftentimes, recipes created by spokespersons or partners are featured on their own digital channels, reaching consumers via advocates they trust. Other times, CAC distributes recipes as part of a press release or other outreach or shares the recipes via retailers to support California avocados in their promotional programs. All of these methods are useful for introducing new users to California avocados and encouraging increased usage among present purchasers.

To keep content fresh and satisfy fans on the Commission's consumer website, many of these new recipes are added to CaliforniaAvocado.com throughout the year. This recipe content plays a very important role in attracting website visitors. Visitors to the recipe pages on CaliforniaAvocado.com averaged more than 32,000 per month during fiscal year 2020-21, and from November 2021 through January 2022, 44% of all visits to the website were to the recipe pages. The CAC team regularly reviews the website's recipe content, removing recipes that seem dated or that underperform, adding "back

end" data to help search engines find the recipes, and making sure fans can discover new California avocado ideas.

On the foodservice side of the business, CAC's team targets foodservice operators with the goal of inspiring them to include California avocados on their menus in season. The team works with chefs and restaurants to obtain recipes of menu items that include avocados and then showcases these recipes in editorial articles for foodservice audiences. For example, if an article is about global cuisine, the foodservice team will offer the publication photos and recipes of ethnic dishes with California avocados to be included in the article, many times offering to set up an interview with the chef or restaurateur. The inclusion of the photo and recipe in the article demonstrates the versatility and value of California avocados on foodservice menus and how chefs are using California avocados to regionalize a dish.

CAC's foodservice team also uses recipes to create inspirational sample menu dishes at trade events that demonstrate the ease with which other restaurants have incorporated California avocados on the menu. Recipes targeted to chefs also are featured in the foodservice section of the Commission's consumer website. 🥑

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