

CALIFORNIA AVOCADOS

Ever wonder what makes California Avocados so special?
Location... Location... Location...
 It's select California regions where calm coastal breezes waft through row after row of tree-lined groves, where the soil is rich, and the sun is gentle. So, remember you're not just bringing home an avocado... you're also bringing home a little piece of California.

California Avocados, delicious and good for you. Add avocado to your sandwiches, salads, soups and snacks.

Ralphs

© 2014 California Avocado Commission

California avocado POS card

Spotlight on Kroger

California Avocado Targeted Retail Promotions

In early April, various western divisions of Kroger stores began actively promoting California avocados with ads, bin inserts, radio and digital/social media support. The Kroger's promotion – which includes 224 Southern California Ralphs stores, 173 Fry's, Smith's and City Market stores in Arizona and Utah, 139 King Soopers and City Market stores in Colorado, and 178 Fred Meyer stores in the Pacific Northwest – will continue throughout the California avocado season.

The program activity began in Ralphs' stores the weeks of April 8 and 15 with a front-page circular ad featuring California avocado grower and CAC Chairman Doug O'Hara. Large, illustrated feature ads such as these produce an average lift of 141 percent in the retailer's avocado sales during the promotion period (*Hass Avocado Board 2014 Retail Advertising in the Avocado Category Study*).

Ralphs also utilized custom California avocado bin in-

serts, additional custom signage and in-store radio to encourage shoppers to look for premium California avocados. General market radio tags announcing the availability of California avocados at Ralphs supplemented the in-store promotions. Ralphs' integrated merchandising support and targeted consumer advertising drew attention to the fruit and encouraged shoppers to look for and purchase California avocados. The Ralphs activity is serving as a good template



Ralphs California avocado orchard bin insert



Ralphs feature ad showing California avocado grower Doug O'Hara

for other Kroger banners promoting California avocados.

Digital marketing and loyalty card/web-based value offerings are a key initiative for Kroger company banners. From the third week of May through mid-July, California avocado digital coupons will appear on the websites of each of the five Kroger banners in CAC's core markets: Ralphs, Fry's, King Soopers, Smith's and Fred Meyer. The coupons have an offer value of 50 cents off two *Hand Grown in California* avocados and are valid on all sizes of bulk California avocados. Up to 190,000 coupons will be printed by Kroger shoppers, encouraging California avocado sales.

Customer-specific marketing initiatives like the 2015 Kroger and California Avocados program help targeted retailers while encouraging distribution and sales of California avocados. 🥑



Ralphs California avocado display card