



The California Avocado, Cheese and Charcuterie Board with California Avocado Goat Cheese Dip with Crispy Prosciutto was demonstrated during the class.

Charcuterie Board Cooking Class Embeds California Avocados in Immensely Popular Food Trend

Creative California avocado meal preparation sessions with media members and influencers provide the California Avocado Commission with unique opportunities to share key messages that differentiate the brand while showcasing the versatility and healthful benefits of the fruit. Having evaluated current consumer trends, the Commission identified an opportunity to demonstrate the ease with which California avocados could be incorporated into on-trend decorous and delicious charcuterie boards by hosting a virtual cooking session on March 31.

The event was hosted by Los Angeles-based food stylist and charcuterie board expert Meg Quinn who is known for her beautifully designed charcuterie boards, entertaining skills and preference for fresh, locally sourced produce. She was joined by Erica Domesek, founder of the do-it-yourself lifestyle brand P.S.-I made this..., who served as moderator. The virtual program inserted California avocados into an immensely popular food trend — charcuterie boards — while providing a unique and interactive cooking experience for the

16 media attendees, dietitians and brand advocates and four retail contacts.

Prior to the virtual cooking session each participant received the necessary fresh ingredients, including California avocados, as well as a gift box filled with a California avocados-branded apron, wine glass and wooden serving board to use as they cooked alongside Meg from their home kitchens. With all the ingredients and tools at hand, the participants joined Meg in preparing one of her unique recipes: *California Avocado, Cheese and Charcuterie Board with California Avocado Goat Cheese Dip with Crispy Prosciutto*. They also prepared her *Chocolate California Avocado Dip* recipe while Meg showed how to build a *California Avocado and Fruit Board*. Attendees also were provided with a recipe for *Honey Citrus California Avocado Dip*.

Not only did participants learn how to artfully design a charcuterie board with various vibrant and fresh ingredients, but Meg also demonstrated how to safely cut and peel an avocado as well as how to create a show-stopping avocado rose. As moderator, Erica answered participants' questions

throughout the virtual session, shared fun California avocado facts and encouraged attendees to look for the California label when shopping for avocados. To broaden the reach of the virtual experience, Meg shared her California avocado charcuterie recipes and stunning photos with her 249,000 Instagram followers.

Those who attended the virtual charcuterie board session included representatives from California-based retail chains as well as writers and content creators for a wide range of media outlets. The attendees represented *Edible Sacramento*, *Esquire*, *TimeOut NY*, *Good Housekeeping*, *LIVESTRONG*, *Martha Stewart Living*, *PureWow*, *Real Simple*, *Refinery29*, *The Kitchn*, *Thrillist*, *We Like LA*, *Where LA*, *Travel & Leisure*, *FreshPlaza*, *PMG Magazine* and *AndNowUKnow*. Attendees were eager to share their impressions of the virtual Califor-



The Chocolate California Avocado Dip created especially for the virtual cooking session and CaliforniaAvocado.com.



On Instagram, Meg Quinn celebrated her partnership with the California Avocado Commission, as well as her California avocado-inspired recipes.

nia avocado charcuterie board session with their followers on social media. Comments included, "Easily the best avo I've worked with!" and "Such a great event!" One lifestyle freelancer gushed, "This is truly amazing omg" in reference to the California avocado rose. A success across the board (pun intended), the event also helped cultivate media relationships and encouraged reporters and influencers to keep California avocados top of mind for any upcoming relevant stories and content.

By inviting credible, third-party influencers to the event the Commission was able to expand its reach to various lifestyle and foodie consumer audiences in an authentic manner. By

sharing their charcuterie experiences with their audiences on social media and via their publications, the attendees helped build awareness of the fruit's seasonality and inspire their fans with unique California avocado menu ideas. The event secured nearly 19 million consumer public relations impressions and an additional 170,000 trade impressions from articles in *AndNowUKnow*, *Fresh Plaza*, *PMG*, *Supermarket Perimeter* and *The Packer*.



Event moderator Erica Domesek, left and host Meg Quinn, right. Both showed off their California Avocado aprons that are available for purchase on Shop.CaliforniaAvocado.com.