

CAC Summer Consumer PR Activities

The California Avocado Commission (CAC) celebrated summer at the height of California avocado season by hosting public relations campaigns showcasing unique, summer-friendly California avocado delicacies.

From May through July, three distinct programs were launched to capture the attention and imagination of consumer press, bloggers, social media influencers and consumers: California Avocado Month food hall takeovers; the first-ever *California Avocado Season Summer Soundtrack Cookbook*; and Compartés limited edition California Avocado Toast Chocolate Bar.

The Commission commemorates California Avocado Month, an annual promotion that was created in June 2012, to recognize the peak season for California avocados and encourage consumers to purchase the locally grown fruit. This year, the team continued to leverage the increasing popularity of “food halls” – collective spaces that bring together a variety of restaurant stalls and local culinary artisans – with promotions timed to coincide with California Avocado Month. CAC collaborated with Grand Central Market in Los Ange-



CAC Board Secretary Jessica Hunter with media influencers at the Portland Pine Street Market California Avocado Month event.

les for a second consecutive year and added another partner, the up-and-coming Pine Street Market in Portland, OR. To showcase the culinary versatility of fresh California avocados, select vendors at both markets created limited-time dishes featuring California avocados that were available on their menus through the month of June.

Restaurant partners who participated in the promotion included DTLA Cheese, Golden Road Brewing Company, Horse Thief BBQ, Olio Wood Fired Pizza, Prawn, Ramen Hood and Sari Sari Store in Grand Central Market; and Bless Your Heart Burgers, Checkerboard Pizza, Olympia Provisions Public House and Wiz Bang Bar in Pine Street Market.

To kick off the food hall partnerships, CAC held exclusive media and influencer preview events to build excitement leading into California Avocado Month. The preview events were hosted on May 15 in Grand Central Market and on May 22 at Pine Street Market. Both events featured the exclusive California Avocado Month dishes being offered at the food halls, as well as the chance for guests to meet the chefs at each participating restaurant. Each event also featured a California avocado grower who provided insights into the craftsmanship and legacy of growing the state fruit. CAC Chairman Rick Shade attended the Los Angeles preview, while CAC Secretary Jessica Hunter represented growers in Portland. Regional blogger advocates, press and social media influencers attended the event and generated expansive coverage through editorial articles, blogs and social media posts.





In addition to the preview events, CAC also utilized artisan chef partners Chef Marge Manzke of Sari Sari Store in Grand Central Market and Kim Malek of Wiz Bang Bar in Pine Street Market for California Avocado Month media outreach activities. They each created a recipe featuring California avocados, which were incorporated into the program's press release and mat release. Recipes created by Manzke and Malek included a Filipino-inspired *Chicken Adobo and California Avocado Fried Rice* and a refreshing *Wildberry Frozen Yogurt and California Avocado and Lime Fudge Parfait*, respectively.

Collectively, California Avocado Month activities generated more than 146 million impressions across press and social media, including coverage in key media such as LA Weekly, NBC Los Angeles and Eater Portland. This very visible promotion helped increase the popularity of celebrating California Avocado Month among California avocados' key consumers, highlighting seasonality, versatility and premium quality in a highly engaging way.

Building upon the momentum of California Avocado Month, the Commission developed the first ever *California Avocado Summer Soundtrack Cookbook* to highlight two distinctly Californian elements fundamental to the Golden State's lifestyle – regional music and California avocados. From appetizers and entrees to desserts and beverages, the cookbook features a collection of 15 recipes inspired by various musical genres with West Coast roots. CAC collaborated with Chef Phillip Lee Frankland of Scratch Restaurants and Top Chef fame, who contributed two recipes to the cookbook – an elegant *Seafood Ceviche with California Avocado Mousse and Pickled Onions*, and a unique *California Avocado and Heirloom Tomato Tartare*.

The remaining 13 recipes were contributed by CAC blogger advocates and additional tastemakers, including: Ali Bonar of Avokween, Carolyn Ketchum of All Day I Dream About Food, Dara Michalski of Cookin Canuck, Erin Alderson of Naturally Ella, Jennifer Lee of Kirbie's Cravings, Jen Nikolaus of Yummy Healthy Easy, Julia Mueller of The Roasted Root, Kylie Mazon of Cooking with Cocktail Rings, Laney Schwartz of Life Is But A Dish, Lindsey Baruch of Lindsey Eats LA, Maria Kout-

sogiannis of Food by Maria, Marlynn Schotland of Urban Bliss Life and Prerna Singh of Indian Simmer.

The cookbook is available for consumers (and growers!) to download at CaliforniaAvocados.com/blog. A dedicated blog post and various social media postings promoted the cookbook to California avocado fans. Additionally, a press release and mat release featuring the cookbook and Chef Lee's two recipes were distributed to media. All participating bloggers also promoted their recipes and the cookbook on their own blogs and social media channels. More than 67 million impressions have been generated to date from the *California Avocado Summer Soundtrack Cookbook*.

Finally, CAC re-engaged with the wildly popular Compartés Chocolatier, joining forces for a second season to create an exclusive California avocado chocolate bar. From late May through August, Compartés offered the limited edition California Avocado Toast Bar in its Southern California boutique shops and nationally through its website. Crafted with white chocolate, caramelized bread crumbs and California avocados, the result is a decadent, creamy bar with a light crunch that's been delighting fans all summer long.



News of the California Avocado Toast Chocolate Bar was shared with national and regional media and influencers in late May with continued outreach throughout the California avocado season.

To date, more than 461 million earned media impressions have been generated – including coverage on “TODAY with Kathie Lee & Hoda,” Good Morning America's digital channels, and several national lifestyle outlets such as Bustle, Desert Insider, FoodNetwork.com and HelloGiggles – giving California avocados heightened visibility nationwide in a manner that highlights the fruit's versatility, premium taste and quality. 🥑