



This Del Taco menu poster showcases slices of fresh California avocados atop Wet Burritos.

California Avocado Foodservice Menu Items Showcase Versatility and Exclusivity of the Fruit

Each season, the California Avocado Commission (CAC) partners with a diverse range of foodservice chains to develop chain menu items and promotions that drive demand for California avocados. These programs showcase the versatility of the fruit and build awareness of its origin and limited seasonal availability.

CAC's foodservice team starts by identifying western regional chains and national chains with a strong presence in the western states. Chains are then prioritized and tiered based on previous promotional relationships with the Commission and the number of units available to source California avocados. When meeting with targeted foodservice chain decision makers, CAC emphasizes the unique competitive advantage of fresh California avocados as the only U.S. grown, local avocado. In addition, the foodservice team hosts menu ideation sessions where new menu concepts are presented to the chains' culinary research and development/menu planner personnel. The menu concepts are unique to each chain and developed in accordance with their targeted markets and specialized menu. To ensure a seamless promotional process, CAC also solidifies handler commitments to optimize the timing of promotions.

For the 2017 season, the Commission secured peak-season spring and summer promotions with a wide range of foodservice chains. The California Avocados brand logo was prominently featured in point-of-sale material including table tents, counter cards, menu extenders, menu inserts, menu posters, as well as marketing vehicles such as coupons, free standing inserts in newspapers, eblasts and digital promotions on the



Morrison's counter cards showcased a new way to enjoy an old favorite – topping toast with fresh California avocados.

LOCALLY-INSPIRED FLAVORS. *California Vibe.*



POWER BOWLS

NEW

BANH MI BOWL Quinoa, baby kale, fresh cilantro & mint topped with grilled chicken, watermelon radishes, fresh avocado, cucumbers, carrots, bean sprouts, scallions and sesame seeds. Served with housemade chili-lime vinaigrette and serrano peppers. **14.99 [cal.540]**

SANTA FE BOWL Cilantro farro and spinach topped with lime chicken, tomatoes, sweet white corn, black beans, red cabbage, toasted pepitas, fresh avocado, poblanos and scallions. Served with housemade poblano ranch. **14.99 [cal.690]**



LEMONGRASS CHICKEN Pan-roasted chicken in a lemongrass ginger glaze, over a stir-fry of baby bok choy, roasted farro, Shiitake mushrooms and red chili. **19.99 [cal.940]** Pairs well with *Josh Chardonnay*



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California avocados included in California Pizza Kitchen's Globally Inspired Flavors promotion.

chains' social media channels. The California avocado-centric menu items featured by the foodservice chains during the peak season encouraged restaurant consumption, demonstrated the versatility of the fruit and provided California avocado fans with inspirational menu ideas they can prepare at home.

The Commission partnered with three national chains that committed to showcasing California avocado menu items in all units system-wide. Marie Callender's offered a *Fresh Avocado and Shrimp Stack Appetizer* as part of its early season "Seafood Celebration Pie Combos" promotion. The 62 units that participated in the promotion also included fresh California avocados in several items — including *Veggie Tacos*, a *Bacon, Cheese and Avocado Smasher* and a *BLTA* sandwich — from its "Crave & Save" portion of the menu. Del Taco's spring and summer promotion featured slices of fresh California avocados atop *Wet Burritos* at more than 400 units. And throughout the month of June, customers at 185 Habit Burger locations in the West enjoyed slices of fresh California avocados on their favorite burger or sandwich.

Five national chains partnered with the Commission to promote California avocado menu items in their western locations. California Pizza Kitchen (CPK) introduced two new Power Bowls featuring California avocados at 194 units located in western states. CPK's produce-rich *Santa Fe Bowl* and the *Bahn Mi Bowl* included slices of California avocados

Denny's

A TASTE OF CALIFORNIA.
ADD FRESH, HAND GROWN CALIFORNIA AVOCADO TO ANY MEAL.

CALIFORNIA AVOCADOS
CaliforniaAvocados.com

BACON AVOCADO CHEESEBURGER

CALI CLUB SANDWICH

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Denny's table tents encouraged customers to enjoy a taste of California by ordering fresh California avocados with any dish.

throughout summer. Morrison's invited customers to enjoy an old favorite — toast — in a new way: topped with fresh California avocados. The spring and summer avocado toast promotion ran in 192 West Coast locations. Throughout the month of June, summer-themed California avocado promotions ran in 568 Chipotle units. Denny's "A Taste of California" promotion encouraged customers at 500 locations in California and Arizona to add "fresh, creamy" California avocados to their summertime meals.

Select regional chains also celebrated the California avocado season with limited time offer menu items. Baja Fresh promoted the *Grilled Shrimp and Chile Lime Salad* and a *Seafood Taco Combo* topped with fresh California avocados in 155

locations. Twenty-one La Salsa locations launched a new signature menu item — the *Torta with Grilled Carnitas* and slices of California avocados. Ninety-two Farmer Boys units, located primarily in California, featured chunks of fresh California avocados on two of its popular summer salads — the *Harvest Salad* and the *Southwest Chicken Salad*. 🥑

BAJA FRESH.

SEAFOOD TACO COMBO

CATCH 2 OR 3

Mix & match any two seafood tacos with rice and beans.

ADD A 3RD SEAFOOD TACO \$2.49

EAT WELL. LIVE FRESH.

CALIFORNIA AVOCADOS

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The California Avocados logo shown on free-standing-inserts that included coupons and special offers for Club Baja members at Baja Fresh.

SALAD DAYS of Summer

A seasonal favorite returns!

HARVEST Salad \$

Limited time only

SOUTHWEST CHICKEN Salad \$

CALIFORNIA AVOCADOS

The Farmer Boy's menu extender showcased the California Avocados logo and fresh slices of the fruit on two of its popular summer salads.