

Are you an

AVOCADO AFICIONADO?



BAC 6 **TOMATO & AVOCADO**
Provolone + Lettuce + Red Onions

Add a little taste of sunshine to **ANY** wich with **avocado!** ^{CALIFORNIA}

*California avocado, when available. Extras as priced.

California Avocados Inspire Restaurant Relationships with Roots

With 25 chain restaurant promotions slated for 2013, the California Avocado Commission's foodservice program is on track to deliver record results. In a little more than 10 years, the commission foodservice program has made significant headway in raising awareness and demand for fresh California avocados on the menu. The 2012 Avocado Menu Trak study confirms avocado popularity is booming. Researchers tallied 851 menu items mentioning avocado in 2012, a whopping increase of 53 percent over 2009, and up 169 percent from 2005.

With 55 chain operations targeted as potential promotion partners in 2013, the CAC foodservice team keeps their

eye on the prize as they contact and work with each chain. Sometimes it can be a challenge to identify and reach the menu decision-maker to provide concepts and support. Some chains require information about the quality, flavor and the customer appeal benefits of fresh California avocado compared to processed avocado. For operations without culinary staff, the commission provides fresh California avocado menu concepts designed to complement their current offerings. Finally, when a new fresh California avocado item is ready to launch, CAC supplies the Hand Grown in California logo art for use in promotional materials along with additional marketing support.

Anatomy of a Fresh California Avocado Promotion

1. Target chains currently using or likely to use fresh California avocado. Develop working relationships through grove tours and industry events.
2. Assist with product education and/or sourcing. Provide menu consultation and concepts (e.g., *Avocado Ranch Dressing*).
3. Provide the Hand Grown in California logo and support Limited-Time-Offering (LTO) marketing outreach (Free Standing Inserts, Point-Of-Purchase, social media and e-blasts)
4. Follow up with chains to reinforce partnership and maintain momentum for ongoing promotions and future seasons.

One example of CAC's foodservice promotion success is Denny's, a program that began in 2012. Denny's regional marketing manager, Brian Tademy, was looking to upgrade the quality of Denny's menus. He approached the commission regarding the opportunity to add fresh California avocado to their summer "Tour of America" promotion. With assistance from CAC, Tademy succeeded in adding two new fresh California avocado items (*Huevos Rancheros* and *Malibu Fish Tacos*) to the Denny's California menu, and the Hand Grown in California logo to the marketing materials. The commission foodservice team also helped Denny's optimize avocado overstocks in slower units by developing a proprietary *Avocado Ranch Dressing* to offer with existing salads.

As a result of the promotion's success, Denny's changed its avocado spec to fresh, and Denny's national jumped on the California avocado promotion bandwagon for 2013. This year, Denny's customers have been able to enjoy "hand grown California flavor" in a *Bacon Avocado Burrito* and *Cali Jack Turkey Burger*, as well as having the option to add avocado to any Denny's menu item for only \$1! The Denny's promotion serves as an example of a strong operator-supplier relationship allowing other chains to see the company featured in the latest CAC foodservice ad campaign.

"Having California avocado foodservice promotions introduce and reinforce usage ideas at the

restaurant level creates an invaluable boost to the Commission's marketing efforts," according to Jan DeLyser, CAC vice president of marketing. "Restaurant customers who enjoy a fresh California avocado item while dining out will look to repeat the experience at other restaurants and at home." 



A 2013 Line Up of Outstanding Operator Promotions

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|----------------------|--|
| Applebee's | Fresh Flavors of the Season Items: <i>Margarita Queso Chicken & Shrimp Salad</i> |
| El Pollo Loco | New Signature Avocado Burrito! Item: <i>Bacon Avocado and Chicken Burrito</i> |
| Which Wich | Are You an Avocado Aficionado? Item: <i>Tomato & Avocado Wich</i> or add California Avocado to any Wich |
| Shari's | Fresh California Avocados at Breakfast, Lunch and Dinner Items: <i>Volcano Burger, Strawberry Chicken Salad</i> |
| zpizza | Fresh Summer Flavor Item: <i>Avocado Arugula Salad</i> |
| Habit Burger | Santa Barbara Style Item: <i>Santa Barbara Style Charburger</i> |