

2015 Foodservice Highlights

**NOW SERVING
FRESH
AVOCADO**

AVOCADO AVAILABLE FOR AN ADDITIONAL CHARGE. PRICE AND PARTICIPATION MAY VARY.

Del Taco (520 units in target states) introduced fresh avocado to their menu this year with bold signage and one offering to "Add Fresh Avocado to Any Item."

The direct result of a CAC menu ideation session, The Egg & I (78 units in target states) rolled out this avocado-centric summer promotion.

New Signature Avocado TOSTADAS
Authentic fire-grilled recipes

\$5 Signature Avocado TOSTADA SALAD

FREE Signature Avocado TOSTADA SALAD

El Pollo Loco

El Pollo Loco (395 locations in target states) kicked off the California season with a six-week promotion supported by print, online and social media.

CALIFORNIA
Dreamin'

MONTEREY BACON & AVOCADO BENEDICT*
Spinach, bacon, green chiles, onions, avocado, and two poached eggs served on our homemade jalapeño corncake. Topped with creamy hollandaise sauce and served with your choice of grits or ranch potatoes. **9.99**

STRAWBERRY FIELDS WAFFLE*
Our signature Belgian waffle with fresh strawberries baked right into the batter. Topped with more strawberries, powdered sugar, our homemade strawberry butter and a side of strawberry sauce. Served with two eggs any style and your choice of meat. **9.99**

The EGG & I
Cooking & Baking
Since 1954 in Portland, OR, USA

California STRAWBERRIES **HAND GROWN IN CALIFORNIA**

*Cooked to order. These items may be served raw or undercooked based on your specification, or contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase the risk of foodborne illness. Please let us know if you have food allergies. Not all ingredients are listed on the menu.

Proudly serving when and where available.



At events like the Global Culinary Innovators Association conference, CAC reaches chain Research & Development chefs to boost awareness and generate demand for California avocados.



Current foodservice advertising connects the hand-grown goodness of California avocados with menu promotion successes at restaurants like Denny's.

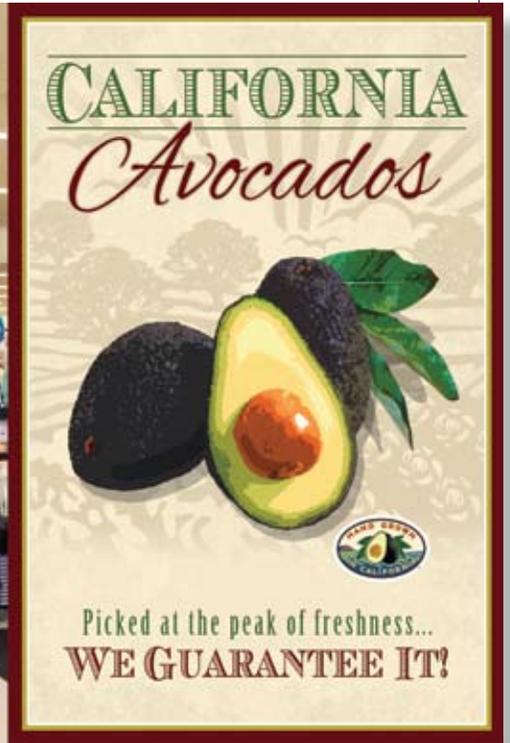


To encourage trial and new menu applications, CAC presents innovative avocado dishes at customized ideation sessions, such as this one at Cheddar's.

2015 Retail Highlights



Albertsons hosted a "Meet the Grower" event with California avocado grower Chuck Bandy and stores featured their new "California Grown" signage campaign throughout the season.



Haggen Southwest promoted California avocados with a 4th of July Sales and Display Contest.



Ralphs kicked off the California avocado season with custom "California Grown" avocado bin inserts and signage along with a first-time ever produce item featured on the front cover of their ad circular with California avocado grower Doug O'Hara.



Gelson's Markets promoted California avocados with a sales contest in both the produce and service-deli departments. The service deli featured a "California Avocado & Grapefruit Salad."



Harmans in Salt Lake City featured California avocados during their 4th of July Sales and Display Contest.

In late August, Lunds & Byerlys in Minneapolis held "Meet the Farmer" events in three of their locations, along with supermarket registered dietitian demos in all their stores supported with beautiful displays of California avocados.