



The Commission's foodservice video is a powerful tool that demonstrates the value and versatility of California avocados on the menu.

# Full Slate of Programs Bring California Avocados to Restaurant Menus

Each year, the California Avocado Commission sponsors, participates in and hosts a variety of activities for target foodservice chain operators designed to demonstrate the Commission's leadership, communicate California avocado growing standards, showcase CAC's customized programs and resources and secure partnerships with targeted chains. In 2021, foodservice chains continue to streamline their operations and struggle to differentiate themselves to stay afloat during the pandemic. Thus, the Commission ensured its outreach efforts addressed these COVID-19 business concerns with creative and impactful promotional ideas to support the industry and drive sales of California avocados during an exceptionally difficult period.

The Commission produced a series of assets demonstrating the value of California avocados on the menu and the comprehensive and customized support CAC provides to chains, including a video that offers a collaborative menu ideation session as well as flexible menu promotion funds to fit chain-specific needs. In addition, the Commission sent research data to chain operators that showcased the perceived value diners

place on California avocados and how and why California avocado menu items create a halo effect for chains who partner with the Commission.

To reach chain culinary Research and Development personnel, the Commission sponsored and participated in an industry panel discussion concerning "Seasonal LTO (Limited Time Offer) Menus." Commission panelists discussed the benefits of seasonal ingredients, such as California avocados on chain menus. In addition, culinary R&D chef partners from Another Broken Egg and The Grill Concept shared their perspectives concerning the effectiveness of featuring seasonal ingredients to differentiate themselves from the competition. CAC's demonstrated leadership and presence on the panel served to encourage foodservice teams to contact the Commission and explore partnership opportunities.

Throughout 2020, chains had to find ways to streamline operations in response to the decrease in foot traffic and sales. Often chains had to reduce the number of personnel and therefore cut back on their menu offerings because less staff was available to manage prep stations and kitchen equipment. Chains also rebundled their menus, offering family packs and



LTO website pop-ups like this one on the Super Duper Burgers website are an impactful way to build awareness of California avocado season as more diners visit chain websites to place online orders.

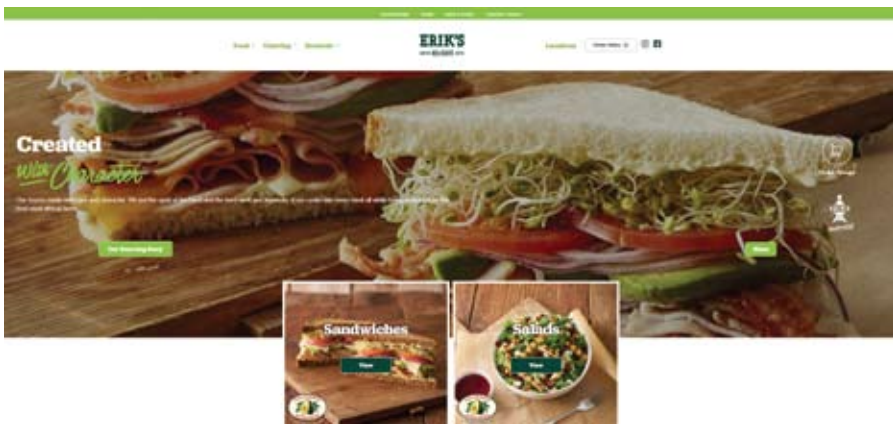
menu items more suitable for to-go and delivery orders. This season, to help chains fill the new menu item pipeline with creative solutions and reimaged to-go and take-out options, the Commission offered complimentary on-site and virtual menu ideation sessions for target chains. These sessions provide CAC with an opportunity to showcase the versatility of California avocados, present creative California avocado menu items that may not have been considered before, demonstrate the fruit's value on the menu and propose customized promotions that would entice diners and build sales. On March 3, the Commission hosted a virtual menu ideation session with Islands Restaurants that led to the chain requesting six of the 10 recipes presented.

To date, the Commission has secured promotions with Erik's DeliCafe (April 1 – May 31), Super Duper Burgers (April 15 – June 1), Del Taco (April 29 – July 21) and Denny's (Arizona, California and Nevada units, May 1 – September 30). CAC will reach out to potential chain partners on a monthly basis during the season to secure a partnership promotion. Because in-store foot traffic has decreased due to the pandemic, the Commission has expanded California Avocados branding beyond in-store POP with a focus on website and social media

promotions. Chains have reported increased visits to their websites where diners review menus prior to placing online orders. Thus, the Commission has worked with chain partners to position the California Avocados brand logo on their respective websites near the menu item featuring the Golden State fruit to increase brand visibility.

In addition, the Commission is providing customized funding to help chains extend the reach of their California avocado promotions. Funds are based on the application of the California Avocados brand logo on the chain website and in-store POP materials. Additional bonus funds are added for social media promotions that boost awareness of California avocados on the menu.

The Commission has successfully established numerous chain partnerships that have brought back popular California avocado dishes on seasonal menus that diners have come to anticipate with the start of the California avocado season. And, just as importantly, the Commission has pitched imaginative new California avocado menu items that will build brand awareness, entice customers and encourage California avocado sales velocity. 🥑



The Erik's DeliCafe website features the California Avocados brand logo next to menu items featuring the fruit.