

CAC Campaign Capitalizes on Growth in Breakfast Use

In 2013, the California Avocado Commission (CAC) launched a campaign to expand consumption of California avocados at breakfast; since then the Commission has continued its breakfast promotions.

The fall 2013 Avocado Tracking Study conducted by Bovitz Inc. showed that only 35 percent of consumers in California avocado advertising markets eat avocados at breakfast (as compared to 76 percent and 81 percent consuming avocados for lunch and dinner, respectively). This data indicated a clear opportunity to increase breakfast-time consumption of avocados.

Around the same time there was a noticeable uptick in avocados used on foodservice breakfast menus. According to a September 2014 report from the NPD Group/Crest®, during the last five years breakfast has accounted for 100 percent of the foodservice industry's growth. At the same time, operators have expanded their use of fresh avocados for breakfast. The 2012 Avocado Menu Trak indicates a 64 percent increase in avocado mentions since 2005 with a strong preference for breakfast entrees.

To that end, the Commission launched its 2015 season in April with a targeted press release featuring four California Avocado Breakfast Toast recipes. Avocado toast has become an "on-trend" menu item at restaurants and on social media — hundreds of Avocado Toast recipes are routinely posted on Pinterest, for example. The Commission's press release featured four easy-to-prepare recipes crafted by Artisan Chef



Artisan Chef partner Maxine Sui created California Avocado Toast with Prosciutto, Fennel and Medjool Date and California Avocado Toast with Pickled Red Onions, Egg and Espletto Pepper

WAKE UP TO BREAKFAST WITH CALIFORNIA AVOCADOS



are also a part of the newly launched Distinctly Californian Campaign (see article, page 24).

As for the trade portion of the California avocado breakfast campaign, the Commission is supplying a “Wake Up to Breakfast” recipe booklet to retailers. A press release distributed to produce and grocery publications has generated more than 33,000 impressions, including an article in *The Produce News*. CAC also is including breakfast menu items such as the *California Avocado Scramble* in its foodservice advertising campaign. The ads appear in both print (*Restaurant Hospitality*) and digital (*Eat*

partners Maxine Sui and Jessica Koslow and celebrated the launch of the California avocado season.

In an effort to inspire consumers to incorporate California avocados as part of a healthful breakfast, the Commission has created a breakfast page on CaliforniaAvocado.com that features a variety of avocado-centric breakfast recipes ranging from smoothies and omelets to baked goods. Digital ads that feature key steps to creating a California omelet

Beat) venues.

Finally, this season consumers can enjoy creative avocado-centric breakfast menu items at a variety of foodservice locations. The Egg & I units (105) in Ft. Collins, Colorado have added layers of avocados to their *Monterey Benedict* and 188 Corner Bakery units in Dallas, Texas now offer the *Anaheim Scrambler*. Sixteen units of Lyfe Kitchen, in Memphis, Tennessee, showcase wellness and flavor with the *Spinach and Avocado Frittata*. 🥑

CAC launched the California avocado season with Artisan Chef Jessica Koslow’s California Avocado Butter and Smoked Trout Toast and California Avocado Pea Toast

