

Road Trip Recipes: Plated with California



Chef Oliver English prepares his Sweet and Spicy California Fish Burger along the coastline of the Mendocino Headlands.



The best avocados
have California in them.

Soaring visuals shot in the Henry Cowell Redwoods showcase “The best avocados have California in them” campaign tagline.



The unique geography of the Trona Pinnacles is the perfect place to whip up and enjoy California Avocado Chicken Chili.

Road trips have long been a popular summer activity, but in a pandemic world more travelers are opting to hit the road and visit national parks and outdoor destinations. To dial up the connection between California avocados and the “California Lifestyle” the California Avocado Commission partnered with chef and health food enthusiast Oliver English to film new road-trip recipe videos amongst some of the state’s most stunning backdrops.

To bring to life “The best avocados have California in them” campaign tagline, Chef English took California avocados on the road to film recipe videos featuring three simple, unique dishes consumers can cook while traveling. Chef English prepared *White Chicken Chili with California Avocados* amidst the unusual tufa spires known as the Trona Pinnacles located in the California Desert Conservation Area. To showcase the California coastline, he was filmed oceanside preparing a seafood-California avocado pairing — a *Sweet and Spicy California Fish Burger* — in the Mendocino Headlands. With the Henry Cowell Redwoods towering above him, Chef English whipped up a *California Avocado Fajita Bowl*. In each video, the chef

demonstrated the easy-to-prepare recipe and then the final scene cut to him enjoying the freshly prepared California avocado dish within a gorgeous California outdoor backdrop.

This slate of new media assets was used to drive brand awareness and demand for California avocados with a series of pre-roll ad placements and posts on social media beginning June 21. The pre-roll video ads, which appeared before a video or other content a person had chosen to play online, ran on Channel Factory, the Food Network, POPSUGAR and Spotify delivering more than 3 million impressions thus far. The videos also ran on Hulu during National Avocado Day on July 31 and are posted on CAC’s YouTube channel.

By embarking on a road trip through some of the state’s most picturesque locations, the Commission leveraged the perception of California as a “premium state,” increased its cultural relevance and embraced the California lifestyle. Imagery that pairs California avocados with an aspirational on-the-road Golden State lifestyle encourages consumers’ willingness to seek out and pay more for premium California avocados. 🥑