

Showcasing CAC's Targeted Retail And Foodservice Programs

“Targeting” provided an important filter during a lighter than normal volume season, with a focus on retailers and foodservice operators in California and neighboring states who have demonstrated a preference for California avocados. The California Avocado Commission (CAC) marketing programs were designed to increase awareness of the availability of California avocados, as well as to encourage sales of California avocados at participating retailers and foodservice chains.

RETAIL PROGRAM HIGHLIGHTS

Southern California-based Gelson's Markets conducted a California Avocado Month display and sales contest that ran from June 3 through June 30. Gelson's 27 locations promoted California avocados in the stores, utilizing California avocado display bins and custom signage featuring the brand logo. The in-store program was supported with Gelson's social media and an ad feature.



Pavilions California Reed avocados program ran from late May through early June and featured California avocado display bins.



California avocado growers Chris Ambuul and Mike Sanders conducted a grove tour for an Albertsons-Vons-Pavilions influencer team to help with their “LOCAL” promotion.

CAC supported Southern California's Albertsons-Vons-Pavilions' LOCAL campaign, which highlighted locally grown summer fruits and vegetables in 352 locations. From June and throughout the California season, stores utilized California avocado display bins to add impulse displays in and around the produce department. These bins included custom decals featuring California avocado growers Chris Ambuul and Mike Sanders, who were featured on hanging banners at Albertsons locations. Pavilions displayed California Reed avocados as an additional California avocado variety in its 27 stores during California Avocado Month in June.

Ambuul and Sanders led a grove tour for an Albertsons-Vons-Pavilions influencer group in support of the LOCAL campaign. Brandon Matzek of www.KitchenKonfidence.com blogged about the event, which included social media support from the retailer.

This season's California avocado programs included in-store product demonstrations (demos) that gave shoppers

an opportunity to sample the outstanding quality of California avocados. On June 16 and 17, demos featuring California avocados were staged in 51 Sam's Club locations in California. Product demos with co-partner Tajin® seasoning took place in 41 California Walmart locations in the days leading up to the 4th of July, encouraging shoppers to include California avocados in their American summer holidays celebrations.

Targeted retailers in neighboring states also participated in California avocado season programs. In Portland, the Albertsons-Safeway division supported California growers during June with a full-month Big Book ad on two-pound bags of California avocados. They then created a fully integrated promotion by running a sales contest in conjunction with an ad on bulk and two-pound bags of avocados from June 19 to July 4.

In Phoenix, Albertsons-Safeway Southwest showcased California avocados with a social media campaign in June. CAC sponsored a California avocado recipe and post for Albertsons' and Safeway's Facebook outreach. The post ran and was boosted (paid for premium placement) from June 10 through June 23. This post had the highest impressions of any post the customer has run to date with the same level of funding. For a program covering the entire Southwest division, Albertsons-Safeway expects to see a reach of 300,000. The California avocado campaign reached more than 400,000, exceeding expectations by nearly 35 percent.

A representative from the Albertsons-Safeway marketing team said, "This campaign proved to drive customer interaction. The clicks, likes and shares for both banners are higher than I've ever seen on a campaign with a similar budget [and] run length."

FOODSERVICE PROGRAM HIGHLIGHTS

Denny's, a family restaurant chain, featured fresh California avocados during peak California avocado season in 390 California units and 30 Nevada units, from April 8 through August 18. Leveraging the popular appeal of fresh California avocados, Denny's ran an "upsell promotion" to add avocado to any/all items on the menu, with a focus on the new Southwest Chorizo Burger. Server buttons were used to convey the upsell message and social media posts were used to promote avocados on burgers.

Baja Fresh launched a new menu item, *Honey Chipotle Chicken Salad*, featuring California avocados during a limited time offer. A similar dish had been recommended by the Commission during menu ideation and development work in a prior year. During the promotional period from April 22 through September 1, 62 Baja Fresh units in California used the California Avocado brand logo on their in-store point-of-purchase pieces, mailers and social media posts.

In 126 units located in Arizona, California, Colorado, Idaho, Montana, Nevada, Utah, Washington, Washington D.C. and Wyoming (Rock Springs), Café Rio Mexican Grill introduced new fajitas including freshly made guacamole. California avocado branding was featured from June 10 through September 1.

"It is important to support targeted customers who champion California avocados within California and in nearby markets, showing them the value of California avocado quality and commitment, even in challenging crop years," said Jan DeLyster, CAC vice president marketing. "We continue to see that putting California avocados in the spotlight for their premium quality and freshness encourages sales and premium pricing." 🥑



Denny's avocado burger promotion included signage with the California avocado label.