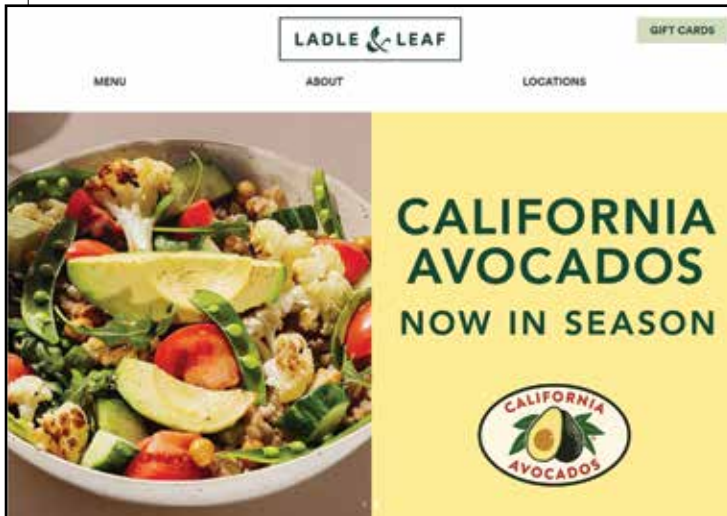


# Fall 2023 Foodservice Mid-Late Season Promotions

**R**eional California-based foodservice operators are critical partners in helping to maintain awareness of California avocados during the season. With over 70% of diners perusing restaurant websites before selecting where to eat, the California Avocados brand logo on websites, digital menus and in-store point-of-sale materials reinforces awareness and generates interest in the menu item featuring California avocados.

The following are examples of 2023 California avocado foodservice promotions that started in June or later. (The summer edition of *From the Grove* highlighted promotions in May and earlier.)



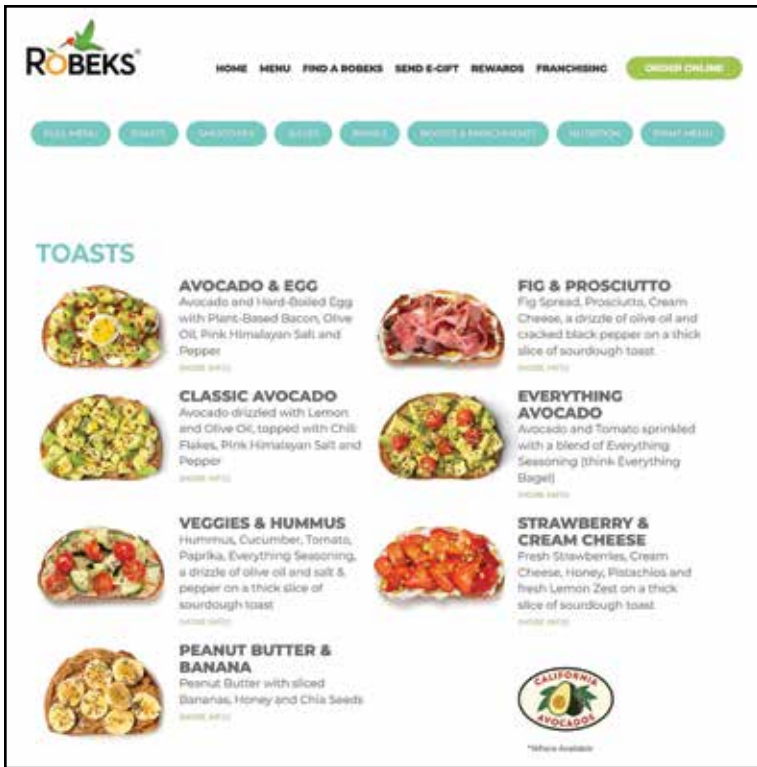
Ladle & Leaf chain announced seasonal California avocados were in season and on the menu.



Super Duper supported and promoted California avocados during the season with grower videos on social media.

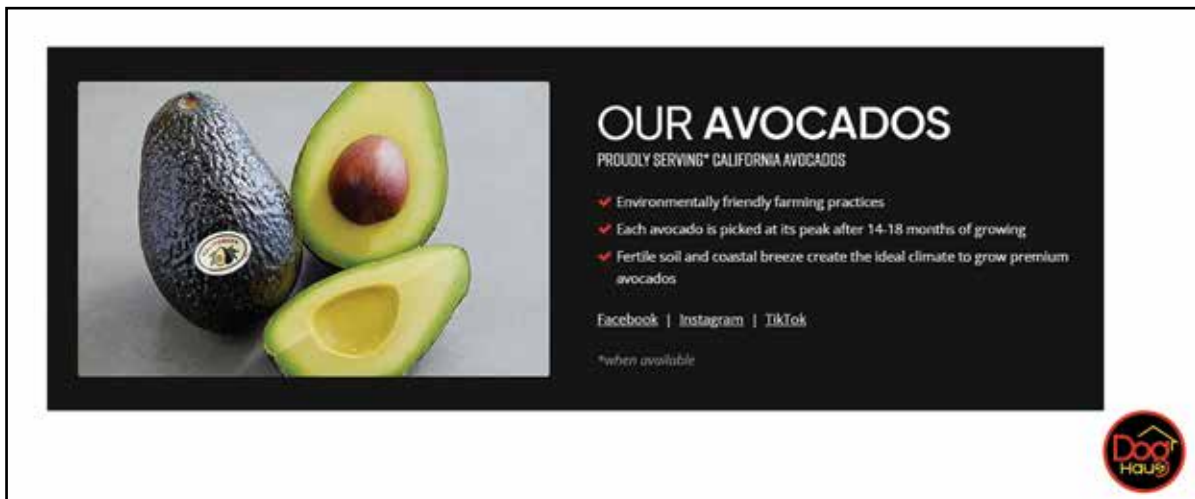


Del Taco leveraged its popular Carnitas line to promote California avocados on the website menu banner.



Robek's showcased California avocados on its Toasts menu page.

Northern California-based restaurant chain, Mixt, proudly touted locally sourced California avocados on its social media platforms.



New chain partner, Dog Haus, announced it was proudly serving California avocados – an environmentally friendly fruit.

Hurry, Available For A Limited Time Only!

# NORMS

MENU | LOCATIONS | 24/7 REWARDS | ORDER NOW

## BENEDICTS & MORE!

EL BENEDICTO



THE COUNTRY KITCHEN SKILLET

STARTING FROM  
**\$13.49**



CALI-CADO BENNY



JOIN THE FUN!



NORMS restaurant's Limited Time Offer eblast with the Cali-Cado Benny.

Jimboy's Tacos

June 30

Normalize fresh, made-to-order food that looks good AND tastes good.

(Also smells good, feels good, gives good hugs, and loves you back).

Try our Stuffed Quesadilla filled with locally grown and responsibly farmed California Avocados, grilled chicken, bacon, cheese, pico and chipotle cream sauce! Served with a side of sour cream and dusted with parm.



Jimboy's Tacos promoted California avocados in its Stuffed Quesadilla on social media.



### THE AVOS WITH THE MOST COME FROM THE WEST COAST



@CaliforniaAvocados

Denny's (Arizona, California and Nevada) social media post example.