

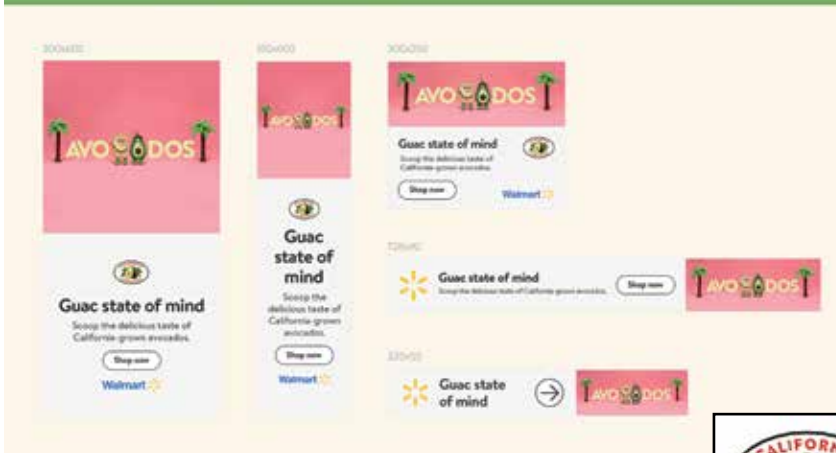
# 2023 Peak Season Retail Promotion Highlights

The summer edition of *From the Grove* highlighted California avocado retail promotions that began before June 2023. The following are examples of promotions that occurred from May through August, along with samples of the creative assets one account has been using this season in their Western division.



The Fresh Market retail chain, with stores in 13 states ranging from Florida to Illinois, showcased California avocados and the brand logo in their feature ads as they merchandised the fruit in-store.

A sampling of Walmart digital ads this California avocado season



Walmart's Western division stores used a set of digital ads to announce the availability of California avocados and promote their delicious taste. The ads used creative from the Commission's consumer advertising campaign "the best avocados have California in them."

California avocados were promoted in Albertsons/Safeway stores located in Oregon as early as May and well into July.





## California Avocado Time

From sandwiches and salads to tacos, toast and more, take almost any meal from meh to marvelous with California Avocados! Make the most of these amazing avocados while they're still in season with these avo-centric recipes. Happy cooking!

### Veggie Eggs Benedict

FILED UNDER: [Breakfast & Brunch](#), [Eggs & Dairy](#)



### Fish Tacos with Avocado & Roasted Poblano Salsa

FILED UNDER: [Main Course](#), [Fish & Seafood](#)



PCC Community Markets in Seattle, Washington promoted California avocados in May and June with custom signage from CAC and their in-store sign specialty team. The signage prominently called out the California origin of the fruit.

Nugget Markets in Northern California spotlighted the locally grown benefits of California avocados in weekly ads and featured CAC recipes on their landing page. When a consumer searched "avocados" on the retail website – California avocado recipes popped up every time.

Raley's loves local California avocados and promoted various sizes from May to July. This digital promotion featuring CAC's advertising creative is targeted to younger shoppers who are key to building and sustaining future demand.



Lunds & Byerlys in Minnesota featured California GEM avocados with prominent point-of-purchase signage from May through June.