

# Retail California Avocado Promotions Reach New Heights

## More programs, new tactics and broader reach

**T**he California Avocado Commission's customized retail marketing program continued to make strides in 2025. Highly targetable support tactics such as Connected TV, social media and digital ads (see Advertising article p. 12), as well as traditional retail marketing programs including displays, signage and feature ads, encouraged awareness of the California avocado season and helped consumers find where to buy the fruit. These promotions featuring responsibly grown California avocados took place in California, other western markets and in select locations in the Midwest and East. Participating retailers included Albertsons/Vons, Bristol Farms, Gelson's, King Soopers/City Market, Independent Grocers' Alliance, Mi Tierra, Mollie Stone's, New Seasons Market, Nugget Markets, PCC, Raley's, Ralphs, Safeway, Sam's Club, Sprouts Farmers Market, Stater Bros., Super King, Target, The Fresh Market, Walmart and more. 🥑



*Independent Grocers' Alliance*



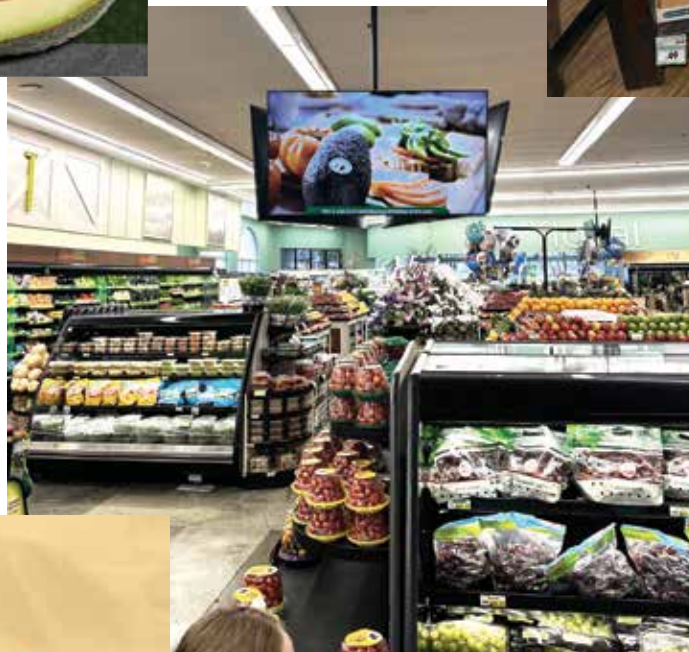
*Sam's Club*



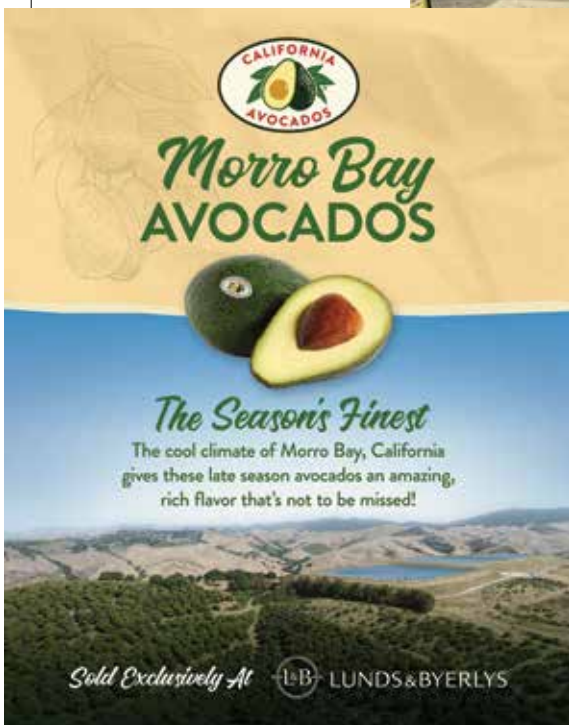
The Fresh Market



Ralphs



Vons



Lunds & Byerlys



Target