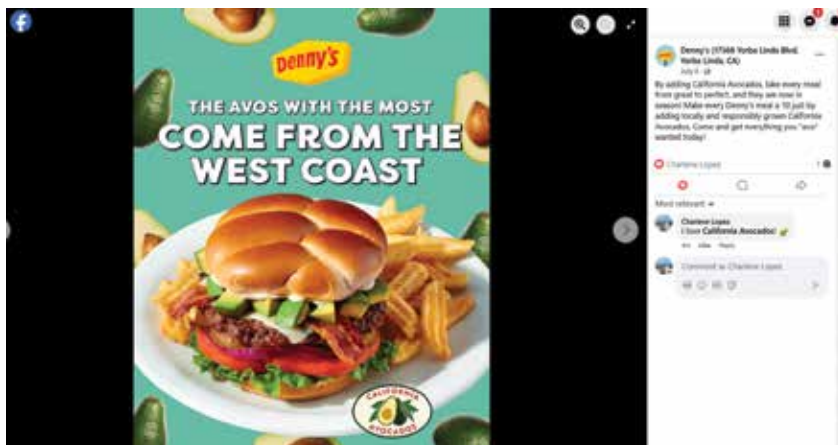


2025 California Avocado Foodservice Program Participation Up by More Than 30%

In 2025, California avocados were featured on many restaurant menus in the West. The California Avocado Commission partnered with 15 targeted restaurant chains to support California avocados on the menu by focusing on specific menu items, a 31% net increase in participating chains compared to 2024. These promotions included mentions on website menu pages, online ordering callouts, in-restaurant posters, social media posts, email newsletters sent to loyal customers, special offers and more. Restaurant chains that participated included Buckhorn Grill, Buddha Bowl, Del Taco, Denny's, Erik's DeliCafe, Farmer Brothers Pizza, Flame Broiler, Jimboy's Tacos, Ladle & Leaf, Mendocino Farms, Mixt, NORMS, Robek's, Super Duper and Wahoo's Fish Tacos. All the chains' programs included links to the CaliforniaAvocado.com store locator page, making it easy for consumers to find the locally grown fruit. Additionally, the CAC foodservice team set up activations and educational ideation sessions with a variety of California colleges and universities as well as business campuses, helping to build brand awareness with young adults. Here are some highlights:



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Since 1871, it was discovered that the coastal California environment provides everything avocados need to grow in the most idyllic and sustainable way. About 3,000 farmers pour their passion and dedication into every crop, ensuring every California Avocado season is worth the wait. For many of these local farmers, growing avocados is a legacy passed down through generations, ingrained in their identity and deeply rooted in the soil of California. So for them, it's more than just a livelihood, it's a way of life. Every single avocado takes about 14-18 months to grow, which means, for more than a year, California Avocado farmers carefully and patiently grow each avocado day in and day out. When you cut into one of these precious fruits, you're unveiling the result of all the best parts of California coming together in one small, green package.

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GET \$2 OFF YOUR NEXT \$5 ORDER*

DEL YEAH!

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STREET TACOS

Chicken or Carne Asada
with Onion, Cilantro
& homemade Avocado Salsa
made with California
grown avocados

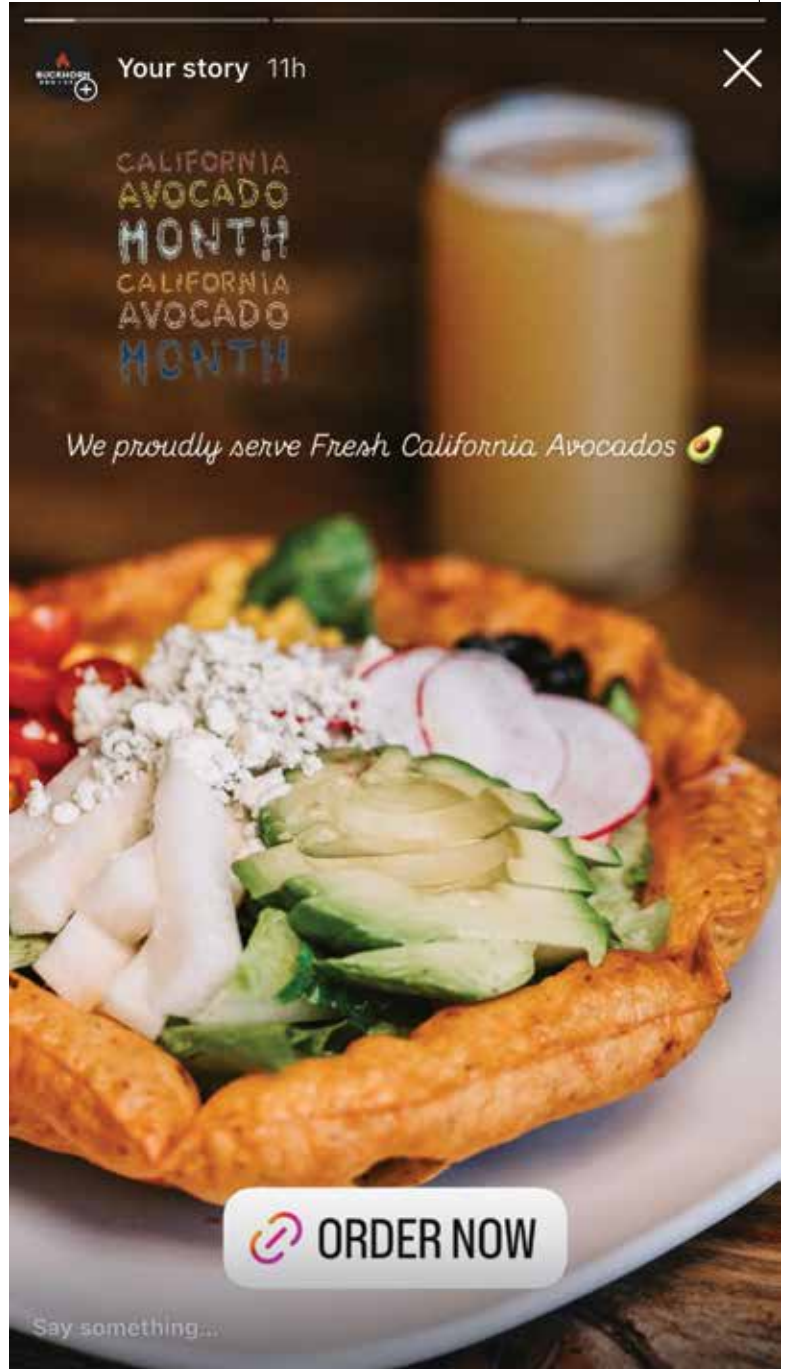


\$3.00
Each Taco

\$13.45
3 Tacos with Rice
& Beans*

\$16.55
3 Tacos, Rice, Beans*,
small chips & regular drink

*Extra charge for Brown Rice



Buckhorn Grill

Wahoo's Fish Tacos