



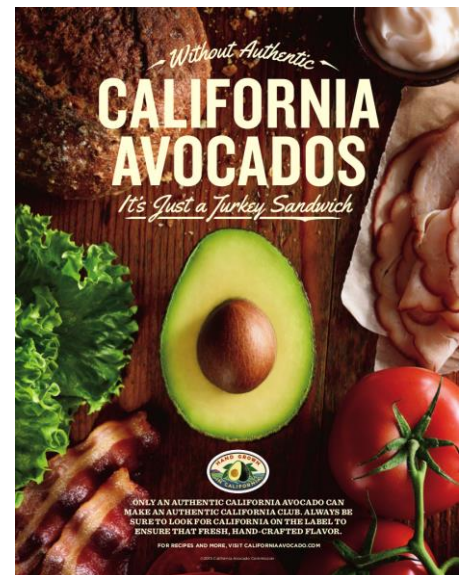
**Contact:**  
Marji Morrow  
323-456-6751  
MMorrow@avocado.org

## COMMISSION LAUNCHES ADVERTISING CAMPAIGN LINKING CALIFORNIA AVOCADOS WITH CALIFORNIA MENU ITEMS

**IRVINE, Calif. (May 25, 2015)** –The California Avocado Commission (CAC) has unveiled their new *Distinctly Californian* consumer advertising campaign, which links classic California menu items with California Avocados. The multimedia campaign focuses on Western states with national print advertising in epicurean publications.

Jan DeLyser, vice president of marketing for CAC, explained the origin of the new marketing campaign. “Think about how many times you’ve seen a California Omelet on a menu, or a California Caesar Salad or even the ubiquitous California Roll. What do those dishes have in common? Avocados. The *Distinctly Californian* campaign cements the bond between California dishes and California avocados.”

California avocado advertising timing varies by market, with the heaviest ad weight from May through July. Print, digital and outdoor ads feature such classic dishes as a California Club Sandwich, California Roll and a California Burger, noting that without authentic California avocados the dish just wouldn’t be the same. In California the outdoor ads also emphasize that California avocados are locally grown. Attention-getting local media vehicles are in the mix, including bus shelters near supermarkets, Bay Area Rapid Transit (BART) ads, wallscapes and even a wrapped trolley in San Diego. CAC also uses geo-local ads informing consumers where they can find California avocados.



CAC’s online and social media activities complement the *Distinctly Californian* campaign with messaging highlighting recipes and recipe builds (visuals) suggesting how to “California-fy” the dishes with California avocados. Many California avocado fans actively seek recipes on its website and social media channels, so the Commission regularly updates its messaging with recipes and tips, including summertime grilling ideas. CAC also promotes Memorial Day and summer recipes through Facebook and other online ads.

“California is the only commercial source for domestically grown Hass Avocados, which makes California avocados the perfect choice for patriotic promotions such as Memorial Day and 4th of July,” said DeLyser.

Memorial Day is the first of traditional “American Summer Holidays” and CAC is supporting the event with retail promotions. The industry estimate for avocado consumption around Memorial Day is nearly 102 million pounds, surpassing Cinco de Mayo and making it the third-largest avocado consumption event of 2015. Customer-specific promotions such as sales and display contests, demos, display bins, point-of-sale material (POS) and in-store activity provide targeted California avocado support. An American Summer Holidays recipe booklet featuring 12 California avocado recipes perfect for barbecues and summer entertaining complements displays of California avocados.

### **About the California Avocado Commission**

Created in 1978, the California Avocado Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state’s nearly 5,000 avocado growers. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. For nutrition information and recipes visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com), or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and [@CA\\_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.pinterest.com/CaliforniaAvocados), [Pinterest](https://www.pinterest.com/CaliforniaAvocados) and [Instagram](https://www.instagram.com/CaliforniaAvocados) for updates.

# # #