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## **CALIFORNIA AVOCADO COMMISSION PROMOTES “DISTINCTLY CALIFORNIAN” SANDWICHES CAMPAIGN**

*30 Sandwiches in 30 Days Promotion Complements California Avocado Month Activity*

**IRVINE, Calif. (June 25, 2015)** – The California Avocado Commission (CAC) is sandwiching its summer outreach with a sandwich-themed program that encompasses consumer advertising, social media, retail and foodservice activity, public relations and influencer outreach.

“The *Distinctly Californian* consumer advertising campaign links classic California menu items with California avocados, and ‘California’ sandwiches are a big part of that,” said Jan DeLyser, vice president of marketing for CAC. “Whether it’s a California Club, the California Tuna Salad or a California Veggie Wrap the ingredient that makes them a “California” sandwich is California avocados.”

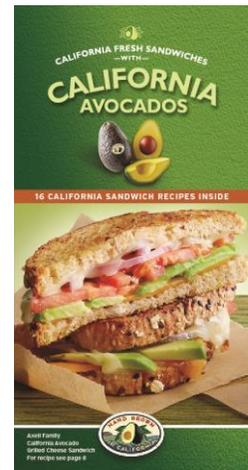
One of the recipes featured in CAC’s advertising this year is the California Club sandwich. The ads show the ingredients for the sandwich with a California avocado at center stage. That one sandwich is just the beginning. As part of California Avocado Month (June), the Commission is featuring 30 days of Sandwiches on its blog, *The Scoop*. Each day CAC posts a new California sandwich featuring California avocados. Some of the recipes were developed by chefs, some by dietitians, others by bloggers and even California avocado growers.



“Our *Distinctly Californian* approach is new this year, but CAC has been working to increase usage of California avocados on sandwiches for many years,” said DeLyser. “The most remarkable results have been in the foodservice arena with myriad California avocado sandwich menu items and limited time offers that add excitement for operators.”

*This summer Johnny Rockets celebrates the regional flavors of Route 66, including a California BLT Avocado Chicken Sandwich.*

California avocado foodservice sandwich and burger promotions in this year include Del Taco, Denny's, Habit Burger, Johnny Rockets, and Togo's. For retailers CAC developed a recipe booklet with 16 California avocado sandwiches. Nearly 25,000 booklets have been distributed to retailers who are using the booklets on California avocado displays and for in-store activity.



*California Avocado retail recipe booklet features 16 recipes for Distinctly Californian sandwiches*

The nutrition comparison between avocados and other popular sandwich ingredients is enlightening, and CAC shares this information with dietitians, retailers, supermarket registered dietitians (SRDs) and other influencers. Many SRDs in the Commission's marketing area are participating in a CAC-sponsored California avocado sandwich recipe contest.



CAC also sponsored activity by the Produce for Better Health Foundation. The organization developed a produce-rich recipe, *California Avocado Super Summer Wrap*, which it promoted via email and social media.

*Sponsored by CAC, The Produce for Better Health Foundation developed this produce-rich avocado wrap sandwich and included it in consumer outreach.*

On the public relations front the Commission tapped chef Trey Foshee of George's at the Cove in San Diego, CA, to create two simple, delicious sandwiches made even better with California avocados. The chef's, *Achiote Grilled Fish Sandwich with California Avocado and Roasted Pineapple-Jalapeño Spread* is inspired by the classic flavors of San Diego's popular fish tacos. *Chipotle, Lettuce, Tomato and California Avocado Sandwich* is a vegetarian alternative to a California BLT sandwich, using a California avocado and smoky chipotle spread in place of bacon.

CAC is promoting Foshee's sandwich recipes, along with ideas for using California avocados as a sandwich spread, dipping sauce, slaw or relish ingredient or main attraction in sandwich recipes. Public relations outreach includes a press release and mat release, artisan chef partnerships, and outreach to dietitians, bloggers and other influencers.

On June 4 Megan Roosevelt, the Hungry Grocery Girl, published a CAC-sponsored [YouTube video](#) highlighting California avocados and including three recipes she developed

for CAC including a *California Avocado Chickpea Spread*. The Hungry Grocery Girl cross-promoted the recipes and the video on her [blog](#) and across her social networks.

### **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](#) at Facebook.com/CaliforniaAvocados and @CA\_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.

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