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CALIFORNIA AVOCADO COMMISSION 4TH OF JULY MARKETING BUILDS SUMMER AVOCADO CONSUMPTION

More than 117 Million Pounds of Avocados Estimated to be Consumed for 4th of July Festivities

IRVINE, Calif. (May 27, 2015) – With 117.6 million pounds of avocados to be consumed for 4th of July activities, the celebration of American independence is expected to be the second largest avocado consumption event of 2015. To encourage demand leading up to and during the holiday the California Avocado Commission (CAC) plans to build on the American connection between the holiday and domestically grown avocados.

“In 2012 CAC set out to build a mid-summer avocado consumption event around 4th of July and we’re proud that it has become one of the top-two consumption events of the year for avocados,” said Jan DeLyser, vice president of marketing for CAC.

California avocado advertising, promotion and public relations creates usage awareness in connection with the American Summer Holidays in advance of the 4th of July. General market radio, print ads, billboards, and a new video showcasing California avocado grower Tom Pecht and his family anchor CAC’s advertising campaign during this period. CHOW.com also will feature California avocado summer entertaining and 4th of July recipes.



Chef Charlie Kleinman of Wexler’s BBQ (San Francisco) serves as CAC’s media spokesperson for the holiday. The chef developed two new recipes for CAC: *Pulled Pork Sandwich with California Avocado Slaw* and *Cornmeal Crusted Fried California Avocado and Bacon Salad with Molasses Vinaigrette*. CAC will promote Kleinman’s recipes via a press release and media outreach.

CaliforniaAvocado.com will include a 4th of July landing page and offer consumers a chance to win prizes by participating in CAC’s All American recipe contest. Social media activity and advertising will promote California avocado recipe ideas and tips for the holiday. The Commission’s blogger ambassadors are creating American Summer Holidays-themed posts and will pin to CAC’s American Summer Holidays Pinterest board.

The Commission's retail 4th of July program includes customer-specific marketing support, in-store radio, point-of-sale material and an American Summer Holidays recipe booklet.

An example of CAC's customer-specific marketing is its support of Albertsons/ Vons/ Pavilions Southern California in-store signage program. Their California-grown POS program is a natural fit with California avocado communication and shopper interest in locally grown produce. At a recent kickoff event, California avocado grower Chuck Bandy, who will be one of many local growers featured in the in-store signage as well as the weekly mailer, shared his story at a local Albertsons store.



From left, Connie Stukenberg, CAC; Chuck Bandy; Steve Lawler, Albertsons/Vons/Pavilions

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, 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.

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