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**BREAKFAST PROMOTION ANCHORS CALIFORNIA AVOCADO COMMISSION
SEASON OPENER ACTIVITIES**

Is Avocado Toast the New Guacamole?

IRVINE, Calif. (April 13, 2015) – For the third year the California Avocado Commission (CAC) is promoting the use of California avocados at breakfast. Supported by public relations, online and social media outreach, the program also includes point-of-sale material for retailers.

To celebrate the start of California avocado season, CAC will outreach to consumers via bloggers with the details of four new on-trend avocado toast breakfast recipes created by celebrated chefs Jessica Koslow (SQIRL, Los Angeles) and Maxine Sui (Plow, San Francisco). Avocado toast is showing up with increasing frequency on restaurant menus across the nation, and consumers are sharing their creative avocado toast ideas on social media such as Pinterest.

CAC will promote the chefs' avocado toast recipes online as well as in a mat story and press release, spreading consumer awareness that the California avocado season is in full swing. The public relations activity is designed to inspire consumers to use the delicious fruit in new and exciting ways. Chef Koslow's recipes are *California Avocado and Pea Toast* as well as *California Avocado Butter and Smoked Trout Toast*. Chef Sui created *California Avocado Toast with Pickled Red Onions, Egg and Esplette Pepper* and also *California Avocado Toast with Prosciutto, Fennel and Medjool Date*.

"CAC's season opener activities continue to show consumers what makes California avocados special, while at the same time pioneering expanded usage of avocados such as these avocado toast ideas," said DeLyser.

Throughout its history the Commission has been a pioneering force in the produce industry. One area was in online communications. CAC launched its web presence in 1996 and has stayed in the forefront of technology ever since. On March 31 CAC launched a completely redesigned website at CaliforniaAvocado.com. The website continues to show consumers the California avocado difference and is built with responsive design to be viewed easily on multiple device platforms.

The new website incorporates numerous creative changes to optimize a viewer's' experience. Some content has been streamlined while other content is more prominent. Recognizing California avocado consumers passion for recipes and usage ideas, the new recipe section

features larger, appetizing images and easy ways to search for recipes by type, occasion and dietary preference.

CAC's new online breakfast page went live concurrently with the redesigned website and can be found at CaliforniaAvocado.com/avocados-for-breakfast. CAC also will post breakfast recipes on Facebook, where California avocados have nearly 300,000 fans. The Commission's Breakfast Time Pinterest page already has more than 4,000 followers; it provides an opportunity for bloggers and consumers to share their love of California avocados for breakfast. Rounding out CAC's social media breakfast program, a season-opener Twitter chat with Registered Dietitian Michelle Dudash will focus on the importance of breakfast and ideas using California avocados.

The Commission's customer-specific marketing programs are now in full swing. California avocado display bins and a "Wake Up to Breakfast" recipe booklet are available to retailers who want to leverage CAC's avocado breakfast promotion.

"This year's California avocado crop is estimated to be about 10% larger than last year, and the harvest is expected to continue through spring and summer," said DeLyser. "With California avocado season marketing activities underway we are full speed ahead."



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/CaliforniaAvocadoCommission/), [Pinterest](https://www.instagram.com/CaliforniaAvocadoCommission/) and [Instagram](https://www.instagram.com/CaliforniaAvocadoCommission/) for updates.

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