



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

## JUNE CALIFORNIA AVOCADO MONTH PROGRAM ENTERS SEVENTH YEAR

**IRVINE, Calif. (June 13, 2019)** – It's June, which means it is time for the seventh annual California Avocado Month promotion designed by the California Avocado Commission (CAC). This year's program includes a food hall partnership, activities by spokesperson Chef Sam Zien, public relations and influencer outreach, blogger recipe development, digital and social support.

"California Avocado Month helps build awareness among our targeted consumers that California avocados are at their peak availability during the month of June," said Jan DeLyser, CAC vice president marketing. "Within the themed program outreach the Commission also communicates the premium quality of California avocados."



California Avocado Month activities will take place throughout the month of June. The Commission established a program with vendors of Little Italy Food Hall in San Diego, who are offering special, one-of-a-kind California avocado dishes for the entire month. CAC kicked off the month-long celebration with a media event at the food hall on May 21. The event was attended by media and influencers, including guests from *Travel + Leisure*, *San Diego Family Magazine* and *WHERE San Diego*. CAC board member Jessica Hunter represented California avocado growers at the event. The attendees were treated to samples of the vendors' featured dishes, and blogger coverage of California Avocado Month began even as the kick-off tastings were underway.

One of the chefs from Little Italy Food Hall, Chef Sam Zien of Not Not Tacos, is serving as spokesperson for the promotion. Chef Zien is highlighting two California avocado-centric dishes in media opportunities: *California Avocado and Crab Flatbread with Garlic Aioli* and *Pearl Couscous with California Avocado and Crispy Tofu*.



*From left, California Avocado Commission Board Secretary Jessica Hunter, Chef Sam Zien, CAC Online Marketing Director Zac Benedict and CAC Vice President Marketing Jan DeLyser at Little Italy Food Hall in San Diego.*

CAC also recruited the creativity of ten influential bloggers to develop unique recipes starring California avocados. The bloggers' personalized narratives accompanied by their recipes, high-quality photography and California avocado messaging were published at end of May through early June.

In addition to the food hall and blogger programs, the Commission is communicating about California Avocado Month to fans via email newsletter, online and social, as well as the distribution of a mat release.

“By conducting media/influencer outreach, working with bloggers and partnering with chefs to conduct in-restaurant promotions, CAC keeps California avocados top-of-mind with consumers in season,” said DeLyser.

Based on prior events, California Avocado Month activity is expected to garner more than 70 million impressions.

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

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by more than 3,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com), or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](https://twitter.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.