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MEMORIAL DAY WEEKEND SUPPORT FEATURED IN CALIFORNIA AVOCADO COMMISSION PROGRAM

IRVINE, Calif. (May 8, 2019) – Memorial Day weekend is one of the strongest periods of the year for avocado consumption, ranking among the top four seasonal sales events. The California Avocado Commission (CAC) has set in motion plans that support retailers who merchandise the fruit around the American holiday.

“Memorial Day is a time to honor those who lost their lives serving our country and it is a time of American pride. For many produce departments, it is also the unofficial kick-off of summer merchandising,” said Jan DeLyser, CAC vice president marketing.

CAC’s custom marketing programs with participating retailers, which are mainly in California and the West this year, include sales and display contests, social and digital programs, in-store activations and online sweepstakes. Many of the activities begin with Memorial Day and continue into June. The Commission offers retailers multiple patriotic-themed recipe booklets to accompany in-store programs.

Leading up to Memorial Day, CAC is sharing grilling and seasonal recipe content with its fans via blogger influencers, social and blog posts. Featured artisan chef recipes include a *Charred California Avocado with Pistachio Gremolata* and *Crispy Pork Cutlets with California Avocado and Arugula Salad*. CAC’s in-season messaging about using California Avocados in summer entertaining also kicks off with the holiday weekend.

“California avocados make a perfect addition to retailers’ Memorial Day weekend displays,” said DeLyser.

Leading up to the holiday the Commission has been working with a variety of influencers, and the activity had outstanding response in April. Blogger advocates promoted the use of California avocados and other fresh, seasonal produce in a variety of diet plans. Meal Prep Chef's Alyssa Gagarin created a *Farmer's Market Avocado Carpaccio* recipe in which six of the eight ingredients are fresh produce items, including California avocados. Jen Nikolaus of Yummy Healthy Easy developed a *Grilled Cobb Salad with Avocado Dressing*, which is perfect for Memorial Day weekend grilling.

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, or join us on Facebook at Facebook.com/CaliforniaAvocados and @CA_Avocados on Twitter, Pinterest and Instagram for updates.

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