



**FOR IMMEDIATE RELEASE**

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## **CALIFORNIA AVOCADO MERCHANDISE IS NOW AVAILABLE ONLINE**

*California Avocado Commission launches a new California Avocado Merchandise Shop, featuring avocado-inspired apparel and accessories*

**IRVINE, Calif. (September 17, 2020)** – California, known for its warm summer nights, scenic drives along the coast and delicious avocados, has inspired a new and trendy collection of merchandise from the California Avocado Commission (CAC), now available to fans. From tees and sweatshirts to a duffel bag and a beach towel, the new online shop features an assortment of apparel and accessories at various price points, offering a true taste of California to everyone.

“We’re thrilled to announce the launch of our new merch line, creating yet another way for our fans to share their love for California avocados,” said Jan DeLyser, vice president marketing of the California Avocado Commission. “Whether they’re headed to the beach for some fun in the sun or are simply relaxing at home, we have just the gear to keep our fans stylish and California-chic for wherever life takes them.”

CAC’s line of California avocado-inspired swag can be found at [Shop.CaliforniaAvocado.com](http://Shop.CaliforniaAvocado.com), and includes a collection of stickers, socks, T-shirts, sweatshirts, a hat, tote bag, beach towel and duffel bag. Items range in price from \$5 to \$58.

California avocado fans can find avocado facts, recipes, handling, storage tips and more at [CaliforniaAvocado.com](http://CaliforniaAvocado.com), and follow along on Facebook at Facebook.com/CaliforniaAvocados, on Twitter and Instagram at @ca\_avocados.

### **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 nearly 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), join us at

[Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) or shop for California avocado merchandise at [Shop.CaliforniaAvocado.com](https://www.shop.californiaavocado.com).

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