



Marji Morrow
323-456-6751
MMorrow@avocado.org

JUNE IS CALIFORNIA AVOCADO MONTH *Al Roker Visits California Avocado Grove*

IRVINE, Calif. (June 6, 2023) – California avocado season generally runs from spring through summer, making June a perfect time to celebrate California Avocado Month. The California Avocado Commission is using an integrated support plan including public relations outreach, retail promotions, foodservice chain programs, social media and more to market this year's celebration.

"We promote California Avocado Month in June because it is in the heart of California avocado season," said California Avocado Commission Vice President of Marketing Terry Splane. "Supply looks strong, with promotable volumes expected through Labor Day."

Just in time for California Avocado Month, the *TODAY show* featured a story from Al Roker's *TODAY All Day* streaming series *FAMILY STYLE* about his visit to one of the oldest avocado groves in California, Rancho Vazquez in Azusa, Calif. The broadcast shared the history of avocados in the Golden State and showcased Roker picking and enjoying fresh, delicious California avocados.

"Select retailers and foodservice operators are featuring California Avocado Month in their customer outreach this month," said Splane. "It's exciting to see the program broadened by retailers and foodservice chains who extend the news to their shoppers and guests via cooperative promotions."



This year CAC partnered with California Chef Brooke Williamson to create two fresh and unique California avocado-inspired dishes for summer. Chef Williamson is widely known as a winner of Bravo's *Top Chef*, the first winner of Food Network's *Tournament of Champions*, and most recently as one of the three titans on the Food Network's new cut-throat competition *Bobby's Triple Threat*. Born and raised in Los

Angeles, Chef Williamson has an appreciation for in-season produce, which helps shape and inspire her menu both at work and at home. Chef Williamson's love of California-inspired cuisine is highlighted in her *Braised Short Rib on California Avocado Tahini Puree*

and *California Avocado Chocolate Mousse Layer Cake*. The short rib on California avocado puree recipe is featured at Chef Williamson's popular beachside restaurant in Playa del Rey, Playa Provisions, during the month of June for fans of Chef Williamson and California avocados alike to experience in person.

In support of California Avocado Month the Commission delivered an email to its more than 180,000 subscribers, featuring fresh recipe inspirations and noteworthy sustainability information. Social media outreach directed to California avocados' nearly 400,000 social followers as well as to Chef Williamson's fans is a key component of CAC's marketing support.

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 about 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.

#