



## AVOACTION – VOL V, No. 5

### ***Game Day Entertaining 2009 Now In Progress***

Under the “Game Day Entertaining” umbrella, HAB continues its promotional power behind what is commonly known as tailgating season: fall sports events that prompt game-day parties across the country. This year, for the first time, HAB, CAIA and MHAIA have joined forces in *The Big Hit*®, a multi-faceted program coinciding with professional baseball playoffs. The key marketing message is that Hass Avocados are a “must have” ingredient for entertaining at home or at the stadium.

The main driver for this program is a significant television advertising buy made possible by combining dollars from all three organizations.

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### ***The Big Hit Sparks Avocado Attention***

*The Big Hit* features a multi-million-dollar joint media program with the Turner Broadcasting System®. An eye-catching 30-second TV spot will be featured on TBS for five consecutive weeks. The partnership also secured extensive product coverage during the MLB Division Series® and National League Championship® series games, including a unique “live commercial” with the broadcast team.

Additional television spots encourage consumers to purchase Hass Avocados and direct them to a major sweepstakes opportunity on the TBS Web site. Participants can enter to win the ultimate home entertaining package by clicking on Web site links. In addition, visitors get free Hass Avocado recipes and party ideas while visiting the TBS Web site.

To create attention at the retail level, the program includes point-of-purchase cards, channel strips and recipe tear pads with usage ideas.

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### ***A Big League Media Spokesman***

In addition to its participation in *The Big Hit*, HAB is implementing multi-faceted strategic media outreach to influence Game Day party menus, with

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several elements that reach both the general consumer and the avid sports enthusiast.

HAB secured former Chicago Cubs® second baseman and Hall of Famer Ryne Sandberg to serve as a spokesperson for the program. He is speaking directly with sports media about how to incorporate Hass Avocados into game day dishes and highlighting the fruit's nutritional benefits.

Additionally, chef, cookbook author and host of the TLC® program “Take Home Chef®,” Curtis Stone, is serving as a spokesperson for the program conducting media activities with both general lifestyle and food media.

### ***Successful Game Day Promotion Encourages Avocado Consumption***

The HAB team is building awareness for Hass Avocados as a key ingredient for a winning game day party for any kind of sporting event. HAB is running a 30-second spot focusing on entertaining and recipe tips for a great game day party. The spot is running on the Food Network® and Fine Living®.

This spot drives viewers to the Hass Avocado Web site, [avocadocentral.com](http://avocadocentral.com) where they can click through to the HAB Game Day micro site to find recipes and more information.

*Click here to view the spot.*



The 2009 Game Day Entertaining also has an online component. HAB has developed a micro site that features the tailgating spot and a fun sweepstakes with a chance to win a SONY BRAVIA® TV and a home theater system, as well as nine runner up prizes. The site features recipe ideas for Game Day entertaining— including more than five new recipes— from spokespeople Ryne Sandberg and Curtis Stone, and entertaining tips for Game Day related

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events. The site is promoted through an extensive online effort.

A banner ad is running also on [foodnetwork.com](http://foodnetwork.com) and [fineliving.com](http://fineliving.com). The banner features two delicious recipes— *Avocado Bacon Sliders* and *Avocado Marinated Mushrooms*- both perfect for consumers' Game Day parties. As with the TV spot, the banners direct consumers to visit [avocadocentral.com](http://avocadocentral.com), where they find the recipes featured in the ads as well as other Game Day recipes and tips.



In addition, HAB's integrated online banner ad campaign targets the U.S. market viewing sport Web sites— including football, NCAA® and NFL®— through searches for recipe and entertaining tips, and food and recipe sections on women's channels. The campaign includes advertisements on Yahoo!® as well as an expandable video banner that features the Food Network spot.

### **CAC Exhibits at the Produce Marketing Association 2009 Fresh Summit**

This year marks the 39<sup>th</sup> year that the California Avocado Commission has exhibited in the Produce Marketing Association Fresh Summit, providing an important opportunity to communicate the category building power of California Avocados. CAC was a Platinum sponsor of the PMA attendee materials bag which featured the *Hand Grown in California* logo and was distributed to all full convention registrants.

CAC demonstrated that California Avocados can increase sales during the California season with live demonstrations of their data assets and consumer research demonstrating the success of the California Avocado Grower Campaign with *Hand Grown in California* thematic.



*Chef Jeff Rossman  
Owner/Executive Chef,  
Terra Restaurant &  
Bar*

“The California Avocado Grower Campaign and CAC's nutrition and culinary outreach programs are encouraging demand for California Avocados in season with expanded impact on the entire avocado category,” noted

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CAC vice president of marketing Jan DeLyser.

DeLyser served as co-chair of the PMA Fresh Perspectives networking event on Oct. 2 featuring former Secretary of State Condoleezza Rice. Approximately 250 industry representatives attended.

In support of the California Grown initiative, CAC's booth was part of the California Grown Pavilion which was made up of eight California boards and commissions.

Retailers who met with CAC staff in the booth were shown the California Avocado incremental sales calculator, which highlighted the sales opportunities during the California Avocado season versus the non-California season.

CAC also invited California Avocado enthusiast chef Jeff Rossman to demonstrate handling and preparation techniques while preparing two signature dishes: *Chipotle Steak Sliders with Avocado Tempura* and *Avocado-Fennel Aioli, Piri Piri Shrimp*. Chef Rossman also talked about his love and use of California Avocados in his restaurant and catering business.

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### **CAIA Reaches Latino Consumers Through Soccer Events**

Understanding the importance of targeting Latino consumers, the Chilean Avocado Importers Association sponsors Chivas USA - a popular Major League Soccer® team. Before every Chivas USA home game (held at the Home Depot Center® in Carson, Calif.) CAIA interacts with passionate Chivas fans and gives away Hass Avocados, key chains, recipe brochures and school notebooks. Chivas fans also get a chance to submit entries to win CAIA's "Chilean Avocado Lovers Club's So Good, So Many Ways Random Drawing."



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In addition to attending Chivas USA home games, CAIA representatives actively promote Hass Avocados from Chile at “Chivas at the Park” youth soccer clinics across Southern California. During the clinics, CAIA samples avocados, collects entries for the drawing and gives away CAIA prizes to thousands of children, parents and volunteers attending the events.

CAIA’s new tabletop “Avodog Millionaire” prize wheel has been a hit with children and adults alike – with key chains, t-shirts and school notebooks distributed as prizes.

CAIA has also partnered with the American Youth Soccer Organization® to build awareness of Chilean Hass Avocados among kids, parents and soccer game volunteers. As an AYSO sponsor, CAIA has secured a full page advertisement in AYSO’s November issue PLAYSOCCKER® magazine. The magazine reaches more than 350,000 individuals.



CAIA will also be listed as an AYSO sponsor in targeted newsletters for commissioners, coaches and referees. Additionally, CAIA will reach thousands of soccer families, referees and volunteers through a direct mail piece and e-mail blasts, until the end of the year.

### ***Merchandising Team Keeps Avocados Top of Mind with Consumers***

HAB’s merchandising team has secured strong retail promotions that keep avocados top-of-mind with consumers:

- About 500 of a well-known national retail chain’s stores launched 70-count bags as part of a new category development program designed to enhance movement of the overall avocado category.
- Another well-known grocery chain with a total of 300 stores in Texas and Mexico featured avocados in a Grilled Avocados promotion and enjoyed double digit sales gains compared to a similar period in the

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prior year.

- King Kullen Nutrition Newsletter— mailed to approximately 5,000 households in August— featured a mouth-watering avocado recipe that was also included in a store flyer and available in all 48 King Kullen Supermarkets (located on Long Island and Staten Island, N.Y.). The newsletter is written by Layne Lieberman RD, nutrition consultant for King Kullen Grocery Co, Inc.

### ***HAB Foodservice Reaches a Broad Audience***

HAB's foodservice team had a busy summer promoting Hass Avocados to key stakeholders through workshops and conferences. In keeping with Hass Avocado Board culinary education goals, HAB sponsored two Center for the Advancement of Foodservice Education® workshops. To ensure that important product education messages reached both the culinary educators and their students, HAB integrated the following attributes into each workshop agenda: year-round availability, versatility, ease-of-use and key points from Fresh Hass Avocados' approved nutrition messages.



At the “Food and Breads of the World,” taught at the Florida Culinary Institute® in West Palm Beach, Fla., and “Global Cuisines” workshop, taught at Kendall College® in Chicago, Ill., attendees experienced an entertaining, hands-on exercise in “cut-seed-peel,” preparing avocados for a variety of ethnic dishes.

HAB's reach broadened considerably with its participation in the American Culinary Federation® National Convention in Orlando, Fla. During the three-day convention, HAB collaborated with the CAC, CAIA and MHAIA foodservice programs to demonstrate and sample innovative menu applications. The avocado-inspired dishes were sampled at a 90-minute workshop (where chefs earned ACF continuing education credits) and at the

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HAB sponsored trade show booth.

Hundreds of ACF chefs tasted the following delicious recipes:

HAB – *Avocado Risotto* – hot avocado application, demonstrates avocado versatility

CAC – *California Avocado Spice Cake with Avocado Cream Cheese Frosting* – baked application, showcases versatility and using avocado for fat replacement



*California Avocado Spice  
Cake with Avocado Cream*

CAIA – *Avocado, Chicken and Mandarin Lettuce Wraps* – global/ethnic application

MHAIA – *Portobello Mushroom Burger with Avocado Spread* – vegetarian/vegan application, highlights using avocado as a sandwich spread.

Based on the ACF evaluation forms, the very successful HAB workshop was voted one of the top five— out of 45 total— workshops by conference attendees!

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