

Meijer Team Members Star in TV Commercials

Oscar Hernandez knows what makes an avocado perfect and can help others spot the characteristics.

“You want them to be like goldilocks in the store display ... just a little soft so the customer will be able to use it that next day to make their guacamole,” said the food safety manager based out of the **West Chester, Ohio Meijer**.

He helps teach team members across 138 Meijer stores what to look out for to ensure the produce is at its best. He’s among a handful of Meijer employees featured this year in TV commercials across the Midwest that showcase what they do, their knowledge and the retailer’s standards and commitment to quality.

The **“Quality is No Accident” campaign** highlights various departments within Meijer, including meat, produce, bakery, clothing and pharmacy. It’s the first time the retailer relied on team members instead of actors for its commercials. An internal casting session was held where team members submitted videos that were reviewed by the Meijer Marketing team. Once the team member talent was identified, they were filmed at various locations, including Meijer stores and a studio in California.

Hernandez was shocked to learn he was heading to Los Angeles and likened the experience to “seeing a masterpiece painting unravel before your eyes.”

To view the commercial of Hernandez, please click [here](#).

Additional assets available online: [Photos \(1\)](#)

<https://meijercommunity.com/2019-08-07-Meijer-Team-Members-Star-in-TV-Commercials>