



FOR IMMEDIATE RELEASE

Contact: Susan Hughes
415-819-6531
susan@susan-hughes.com

CALIFORNIA AVOCADOS SATISFY PLANT-FORWARD MENU DEMANDS

Irvine, CA (July 22, 2020)—The National Restaurant Association's *What's Hot 2020 Culinary Forecast**, released earlier this year, included trends that have remained at the forefront on today's menus, such as healthy bowls, regional American and delivery-friendly menu items. For foodservice operators and their California Avocado-loving customers, this news couldn't be better: California Avocados are a natural in plant-forward appetizers, salads, sandwiches and entrees. Dishes featuring Fresh California Avocados benefit from their rich nutty flavor, smooth texture, vibrant color and sunny Golden State appeal.

California is a virtual golden land of agriculture, producing some of the world's most delicious foods and featuring a terroir uniquely suited for avocado trees. California's cuisine reflects the environment with bright, colorful plant-forward dishes that delight and satisfy, like [Spicy Carrot, Cucumber and Fresh California Avocado Salad](#) and [Farro Burgers with Sliced California Avocados](#) and those that celebrate multiple in-season produce items like [The Go FIGure California Avocado Toast](#).

For more plant-forward recipes, visit CaliforniaAvocado.com/Foodservice. To help operators maintain the quality chain for dine-in, take-out and delivery service, the California Avocado Commission provides operators with [tips and techniques](#) to spec the right ripeness level, understand different cutting techniques and learn three ways to prep avocados for speed of service.

* What's Hot Culinary Forecast 2020, National Restaurant Association

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 3,500 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.



The Go FIGure California Avocado Toast