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FRESH CALIFORNIA AVOCADOS ARRIVE TO ADD VALUE TO SPRING AND SUMMER MENUS

Irvine, CA (February 11, 2019)—With the public’s appetite for avocados growing annually, the arrival of Fresh California Avocados in the market is a cause for celebration by foodservice operators. Recent research* shows that associations with the word California on menus are very positive. Over 80% of consumers believe restaurants featuring California Avocados feature fresh, high-quality ingredients¹ meaning operators can be confident California Avocados will add value to seasonal menus.

Based on years of field observations, the California Avocado Commission (CAC) asserts that if a dish on a menu says California in the name, there is usually avocado in the dish. Now, research* confirms that restaurant patrons feel the same way. More than 70 percent of restaurant patrons nationwide identify avocados as a component in a dish if “California” is part of the menu item name or description². Almost eight out of ten California residents expect avocado in menu items with California in the name³.

“We know that foodservice operators count on California Avocado growers to deliver the quality, consistency and the Golden State origin that adds seasonal appeal to traditional and signature dishes,” noted Jan DeLyser, Vice President Marketing of the California Avocado Commission. That means spring and summer are optimal seasons to showcase the rich, nutty taste, beautiful color, smooth texture and unique essence of Fresh California Avocados in dishes like this plant-forward [Fresh California Avocado and Mushroom Sandwich](#) from Bacon & Butter in Sacramento, CA.

To learn more about Fresh California Avocados, find more plant-forward recipes and take advantage of resources to optimize the state’s popular fruit during spring and summer, visit CaliforniaAvocado.com/Foodservice.

* In 2018, CAC conducted a multilevel foodservice research project to measure patron perception of California Avocados in foodservice. The research project explored consumer and foodservice operator attitudes toward foods and beverages from California (in general and avocados specifically).

- 1-California Avocados & US Foodservice Patrons, page 54, Menu Matters
- 2-California, Avocados & Foodservice Opportunities, page 54, Menu Matters
- 3-California, Avocados & Foodservice Opportunities, page 54, Menu Matters



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 3,000 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, or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados) and [@CA_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.pinterest.com/CaliforniaAvocado), [Pinterest](https://www.pinterest.com/CaliforniaAvocado) and [Instagram](https://www.instagram.com/CaliforniaAvocado) for updates.

