



FOR IMMEDIATE RELEASE

Contact: Susan Hughes  
415-819-6531  
[susan@susan-hughes.com](mailto:susan@susan-hughes.com)

## **MAINTAINING THE CALIFORNIA AVOCADO QUALITY CHAIN FROM GROVE TO PLATE HELPS DELIVER COMFORT AND GOOD TASTE ON TAKE-OUT AND DINE-IN MENUS**

Irvine, CA (June 11, 2020)—High standards for quality and consistency make Fresh California Avocados the reliable choice for foodservice. It starts with California's terroir that's uniquely suited for avocado trees to thrive: rich soil that drains easily, lots of sunshine and cool ocean air. In the groves, California Avocado growers work year-round to ensure their fruit meets exacting quality standards. And careful pre-conditioning by California Avocado packers helps assure menu readiness and allows operators ordering flexibility.

As California's avocado season reaches its peak, Jan DeLyser, Vice President Marketing for the California Avocado Commission (CAC) reminds operators that "California growers carefully nurture every Fresh California Avocado, so that dishes featuring their rich nutty flavor, smooth texture and beautiful color deliver maximum enjoyment on summer menus!"

Celebrate summer's bounty of California Avocados with our version of an American classic, the [California Avocado Beefsteak Tomato Sandwich](#). Recent consumer research conducted by Menu Matters confirms that menu items branded as California drive positive perceptions of freshness and quality of ingredients.<sup>1</sup>

To help operators maintain the quality chain, 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.

For recipes and resources, visit [CaliforniaAvocado.com/Foodservice](https://CaliforniaAvocado.com/Foodservice).

<sup>1</sup> Menu Matters California, Avocados & US Foodservice Patrons, 2018

### **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](https://CaliforniaAvocado.com), or join us on [Facebook](#) at [Facebook.com/CaliforniaAvocados](https://Facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.



**California Avocado Beefsteak Tomato Sandwich**



**Fresh California Avocados**