



FOR IMMEDIATE RELEASE

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

FRESH CALIFORNIA AVOCADOS ADD VALUE TO SEASONAL MENUS

Irvine, CA (April 8, 2021)—Restaurateurs and their customers alike welcome the warm weather that arrives with the California Avocado season. “Customers consider California Avocados and California’s sunny weather perfect partners for great dining,” says Jan DeLyser, Vice President Marketing for the California Avocado Commission. “Our industry is proud that almost 90% of consumers believe restaurants with California Avocados on the menu feature fresh and high-quality ingredients.”*

Salads are the perfect warm weather dish for all dining formats. Most ingredients—including Fresh California Avocados—can be prepped ahead and assembled to order, making salads adaptable to inside or outside dining, as well as takeout. Operators can browse the nearly 50 salad recipes at CaliforniaAvocado.com/Foodservice, enough to inspire a summer of creativity. Among the chef-contributed salads, options include: [Bru’s Waffle Crispy Chicken Salad with California Avocados](#), [Smoky Grilled Caesar Salad with California Avocado](#) and [California Avocado Everything Toast Salad](#).

To ensure California Avocados arrive at the table ready to enjoy, operators can find ordering, storing, handling tips and techniques, plus on demand videos for staff training, at CaliforniaAvocado.com/Foodservice.

* Source: Menu Matters, “Patron preference for ‘California’ and ‘California Avocados’, 2020”

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 nearly 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, join us at Facebook.com/CaliforniaAvocados and @CA_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#), follow the California Avocado Commission page on [LinkedIn](#) or shop for California avocado merchandise at Shop.CaliforniaAvocado.com.



Bru's Waffle Crispy Chicken Salad with California Avocados