



FOR IMMEDIATE RELEASE

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

CELEBRATE CALIFORNIA AVOCADO MONTH WITH HALF SHELL SPECIALS One California Avocado Half Shell Can Make a Meal

Irvine, CA (June 9, 2021)—June is California Avocado Month, so what better time to showcase California Avocados in the half shell. During the summer months, diners look at the light side of the menu. Seasonal and simple take priority, with fresh, plant-based recipes keeping appetizers and entrees cool and satisfying. During their summer peak season, California Avocados offer operators impressive menu versatility—think center-of-the-plate—and add locally grown value. In fact, preference for “domestic as a source” has grown among consumers with almost two-thirds (64.7%) now looking for “grown in U.S.” in menu descriptions.*

Blessed with a lush texture and pleasing flavor, California Avocados adapt to applications across day parts. Colorful and appealing topped with seasonal fruit, [California Avocado and Summer Fruit Salad](#) can star as a breakfast/brunch/lunch entrée. While [Wood-Grilled Avocado with Ponzu Sauce](#) gives avocado lovers a substantial portion of their favorite fruit with simple adornments. A bit more decadent and perfect for sharing, [The California Avocado](#) delivers a battered and fried half shell loaded with lobster and cheese; just add happy hour.

To expand your California Avocado specials list for California Avocado Month and for more California Avocado half shell recipes, browse the [California Avocado Commission's foodservice recipe database](#). While visiting the site, check out helpful links to avocado product information, nutrition profile and foodservice culinary training materials.

* 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.



California Avocado and Summer Fruit Salad