



**FOR IMMEDIATE RELEASE**

**CONTACT:** Hannah Judah  
hjudah@golin.com  
Golin  
213-438-8748

**CALIFORNIA AVOCADO COMMISSION TOASTS TO A BETTER MORNING**

*California-based Chefs Jessica Koslow and Maxine Sui Share Unique Breakfast Toast Recipes with Fresh, In-season Ingredients*

**IRVINE, Calif. (April 23, 2014)** – ‘Tis the season – California avocado season – and there’s no better way to celebrate than with a toast to a better morning. Avocado toast for breakfast makes every morning delicious, and with nearly 20 vitamins, minerals and phytonutrients, and 50 calories per serving (1/5 of a medium avocado), California avocados are your nutrition powerhouse breakfast choice.

The sky is the lip-smacking limit for avocado toast, with endless mouthwatering recipes to surprise and delight each and every morning. For quick and simply delicious, try whole wheat bread topped with mashed avocado, a small drizzle of olive oil and a pinch of salt. For a gourmet breakfast in bed, cut up your favorite fresh ingredients and add eggs or prosciutto.

Avocado toast has become a hugely popular breakfast item, and chefs and bloggers from around the country have created their own unique avocado toasts with their favorite ingredients, including California-based chefs Maxine Sui of Plow in San Francisco and Jessica Koslow of Sqirl in Echo Park, Calif. Both chefs have partnered with the California Avocado Commission to share their own special takes on avocado toast, each with their own style, and each perfect for breakfast or an afternoon snack.

“As a chef in California, I love to celebrate local ingredients and flavors, and for me California avocado toast is a dish that epitomizes fresh, easy and delicious – and as a bonus, is infinitely customizable for any snack or meal,” said chef Sui, who developed recipes for California Avocado Toast with Pickled Red Onions, Egg and Esplette Pepper and California Avocado Toast with Prosciutto, Fennel and Medjool Date.

“As a California chef, there are few things I’m more proud of than the Golden State’s avocados. And given the chance, I’d put them on everything,” said Koslow. “The toasts I’ve created here highlight the avocado’s versatility. First, as a luscious complement to smoked trout. Second, as a nutritious partner to fresh, in-the season English Peas and sunny herbs.”

See below chef Koslow’s recipes for California Avocado and Pea Toast and California Avocado Butter and Smoked Trout Toast.

## **CALIFORNIA AVOCADO TOAST WITH PICKLED RED ONIONS, EGG AND ESLETTE PEPPER**

Recipe created by Maxine Siu of [Plow](#) in San Francisco for the California Avocado Commission.

**Serves:** 1

**Prep time:** 5 minutes

**Cook time:** 2 minutes

**Total time:** 7 minutes

Sweet pickled onions and a luscious poached egg make for a perfect breakfast.

### **California Avocado Toast with Pickled Red Onions, Egg and Espelette Pepper**



#### **Ingredients**

- 1 slice 1/4"-thick country bread
- 1/2 tsp. extra virgin olive oil
- Kosher salt, to taste
- 1/2 ripe, Fresh California Avocado, seeded, peeled and thinly sliced
- 1 Tbsp. pickled red onions (see make-ahead recipe below)
- 1 egg, softly poached
- Espelette pepper, to taste

#### **Instructions**

1. Drizzle sliced bread with virgin olive oil. Toast on a flat top, non-stick frying pan or griddle until golden brown.
2. Sprinkle toasted bread very lightly with kosher salt.
3. Place the avocado slices on top of toasted bread and sprinkle lightly with another light pinch of kosher salt.
4. Top with pickled red onions and one softly poached egg.
5. Sprinkle the egg with Espelette pepper.

#### **Pickled Red Onions**

Yields: 1 cup

#### **Ingredients**

- 1/2 cup champagne vinegar
- 1/2 cup water
- 1 Tbsp. sugar
- 1/2 tsp. kosher salt
- 1 bay leaf
- 1 chili de arbol
- 1 red onion, thinly sliced

#### **Instructions**

1. Bring to a boil the champagne vinegar, water, sugar, kosher salt, bay leaf and chili de arbol.
2. Pour the hot liquid over the onion slices. Let sit for an hour before serving.

3. The onions can be stored for up to one week.

**Nutrition Information Per Serving:** Calories 560; Total Fat 25 g (Sat 4 g, Trans 0 g, Poly 4 g, Mono 15 g); Cholesterol 185 mg; Sodium 1500 mg; Potassium 620 mg; Total Carbohydrates 60 g; Dietary Fiber 8 g; Total Sugars 22 g; Protein 13 g; Vitamin A 491 IU; Vitamin C 15 mg; Calcium 125 mg; Iron 4.3 mg; Vitamin D 41 IU; Folate 159 mcg; Omega 3 Fatty Acid 0.2 g

% Daily Value\*: Vitamin A 10%; Vitamin C 25%; Calcium 10%; Iron 25%

### **CALIFORNIA AVOCADO TOAST WITH PROSCIUTTO, FENNEL AND MEDJOOl DATE**

Recipe created by Maxine Siu of [PLOW](#) in San Francisco for the California Avocado Commission.

**Serves:** 1

**Prep time:** 5 minutes

**Cook time:** 4 minutes

**Total time:** 9 minutes

This Italian-inspired breakfast toast combines salty and sweet to perfection with its use of Medjool dates, manchego cheese and decadent prosciutto.



### **Ingredients**

- 1 slice 3/4"-thick country bread
- 1/2 tsp. extra virgin olive oil
- 1/2 ripe, Fresh California Avocado, seeded, peeled and thinly sliced
- 1/8 tsp. kosher salt
- 1/4 cup fennel, thinly sliced
- 1 1/2 Tbsp. Italian parsley
- 1/2 lemon, juiced
- 2 slices prosciutto
- 1 Medjool date, thinly sliced
- 1 oz. manchego cheese, finely grated

### **Instructions**

1. Drizzle sliced bread with olive oil. Toast on a flat top, non-stick frying pan or griddle until golden brown.
2. Place the avocado slices on top of toasted bread and sprinkle lightly with kosher salt.
3. Toss fennel slices and parsley in lemon juice, and let sit for a minute.
4. Tear prosciutto slices into pieces and lay over avocado.
5. Top with fennel and parsley.
6. Garnish with date slivers and manchego cheese.

**Nutrition Information Per Serving:** Calories 620; Total Fat 35 g (Sat 10 g, Trans 1 g, Poly 3 g, Mono 13 g); Cholesterol 65 mg; Sodium 1600 mg; Potassium 720 mg; Total Carbohydrates 57 g; Dietary Fiber 8 g; Total Sugars 21 g; Protein 24 g; Vitamin A 663 IU; Vitamin C 24 mg; Calcium 300 mg; Iron 4 mg; Vitamin D 0 IU; Folate 143 mcg; Omega 3 Fatty Acid 0.09 g

% Daily Value\*: Vitamin A 15%; Vitamin C 40%; Calcium 30%; Iron 20%

## **CALIFORNIA AVOCADO AND PEA TOAST**

Recipe created by Jessica Koslow of [SQIRL](#) in Los Angeles for the California Avocado Commission.

**Serves:** 1

**Prep time:** 10 minutes

**Total time:** 10 minutes

This brightly flavored toast is Spring in every bite.

### **Ingredients**

- 1/2 ripe, Fresh California Avocado, seeded and peeled
- 1 3/4 tsp. lemon juice, divided
- 1/4 tsp. sea salt, divided
- 1/4 tsp. chives, finely minced
- 1/4 cup fresh peas, blanched
- 1 Tbsp. shallots, finely minced
- 1/2 Tbsp. lemon zest, divided
- 1/2 Tbsp. sherry vinegar
- 1 1/4 Tbsp. extra virgin olive oil, divided
- 2 Tbsp. Italian parsley
- 1/4 cup fresh mint
- 1/2 tsp. unsalted butter, melted
- 1 slice 3/4"-thick whole wheat bread



### **Instructions**

1. Mash avocado with a fork and add 3/4 tsp. of lemon juice, 1/8 tsp. salt and chives. Taste and add more lemon and salt if necessary to make flavors pop.
2. In a separate bowl, take half of the peas and smash gently with the back of a fork. Combine with the rest of the peas and add shallots, 1/4 tablespoon lemon zest, sherry, 1/8 tsp. salt, 3/4 tsp. lemon juice and 1 tsp. extra virgin olive oil and stir to combine.
3. In another bowl, combine parsley, mint, 1/4 Tbsp. lemon zest, 1/4 tsp. lemon juice and remaining olive oil.
4. Brush the melted butter on the bread and lightly toast each side.
5. Spread mashed avocado onto toast, making the sides slightly higher than the middle. Place pea mixture in the center, and pile high with seasoned herb mixture.

**Nutrition Information Per Serving:** Calories 520; Total Fat 35 g (Sat 6 g, Trans 0 g, Poly 4.5 g, Mono 22 g); Cholesterol 5 mg; Sodium 670 mg; Potassium 820 mg; Total Carbohydrates 49 g; Dietary Fiber 13 g; Total Sugars 6 g; Protein 10 g; Vitamin A 1419 IU; Vitamin C 36 mg; Calcium 81 mg; Iron 4 mg; Vitamin D 1.4 IU; Folate 156 mcg; Omega 3 Fatty Acid 0.3 g

% Daily Value\*: Vitamin A 30%; Vitamin C 60%; Calcium 8%; Iron 20%

## **CALIFORNIA AVOCADO BUTTER AND SMOKED TROUT TOAST**

Recipe created by Jessica Koslow of [SQIRL](#) in Los Angeles for the California Avocado Commission.

**Serves:** 1

**Prep time:** 10 minutes

**Cook time:** 30 minutes

**Total time:** 40 minutes

Smoky trout and creamy avocado butter combine perfectly for a delicious breakfast.

### **California Avocado Butter and Smoked Trout Toast**

#### **Ingredients**

- 3 tsp. shallots, very thinly sliced
- 1/2 ripe, Fresh California Avocado, seeded and peeled
- 1/4 Tbsp. unsalted butter, room temperature
- 1/2 Tbsp. lemon juice, divided
- 1/8 tsp. salt, divided
- 1/4 (3.9-oz.) tin oil packed smoked trout, drained
- 1 slice 3/4"-thick rye bread
- 1/2 Tbsp. butter, melted
- 3 tsp. Italian parsley
- 1/4 Tbsp. fried capers (see make-ahead recipe, below)
- 1 Tbsp. lemon zest



#### **Instructions**

1. Place sliced shallots onto a paper towel to drain, and set aside.
2. Make California Avocado Butter by thoroughly mashing avocado, butter, 1/4 tablespoon lemon juice and 1/8 tsp. salt and blending until smooth.
3. Drain liquid from trout and set aside.
4. Brush bread with melted butter and lightly toast each side
5. Spread avocado butter mixture onto toast.
6. Place trout on top of avocado; layer shallots and parsley on top. Finish with fried capers and remaining lemon juice. Garnish with lemon zest.

### **Fried Capers**

#### **Ingredients**

- 1/4 Tbsp. capers in brine
- Canola oil, as needed

#### **Instructions**

1. Place capers onto a paper towel and set aside to dry out for 30 minutes.
2. Once they have dried, heat pot on stove with 1-inch of frying oil.
3. When hot, add capers and fry until no bubbles appear around the capers. Remove and place on a new plate lined with paper towels.

**Nutrition Information Per Serving:** Calories 480; Total Fat 31 g (Sat 8 g, Trans 0 g, Poly 5 g, Mono 16 g); Cholesterol 40 mg; Sodium 770 mg; Potassium 560 mg; Total Carbohydrates 40 g; Dietary Fiber 10 g; Total Sugars 4 g; Protein 13 g; Vitamin A 705 IU; Vitamin C 23 mg; Calcium 86 mg; Iron 2.8 mg; Vitamin D 6 IU; Folate 138 mcg; Omega 3 Fatty Acid 0.8 g

% Daily Value\*: Vitamin A 15%; Vitamin C 40%; Calcium 8%; Iron 15%

\*Percent Daily Values are based on a 2,000 Calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

\*\*Large avocados are recommended for these recipes. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.

As with all fruits and vegetables, wash avocados before cutting. Check out our tips for [how to choose and use California Avocados](#).

© 2015 California Avocado Commission

###