



FOR IMMEDIATE RELEASE

Contact: Ann Segerstrom  
415-922-6033  
[ann@segcom.biz](mailto:ann@segcom.biz)

## GOOD NEWS! IT'S CALIFORNIA AVOCADO SEASON

Irvine, CA (February 2017) – With America's appetite for avocados escalating every year, the arrival of Fresh California Avocados in the market makes headlines in the industry news. Foodservice operators count on Fresh California Avocados for their quality, consistency, Golden State origin, rich flavor and silky texture to add seasonal appeal to traditional favorites and signature dishes.

The time to showcase the taste, color and unique essence of Fresh California Avocados is now. Imbuing every recipe with unique flavor, every slice, dice and cube of Fresh California Avocado offers an irresistible excuse for one more bite. From a breakfast treat like a [California Avocado Chimichurri Egg Salad Toast](#), to a quick and satisfying [Kale-California Avocado Tabouli Salad](#), to an elegant first course like [Ensalada Aguachile with California Avocado](#), serving Fresh California Avocados are a sure sign of quality and care.

Browse the California Avocado Commission recipe database for more spring and summer menu solutions for all dining segments and dayparts. While visiting [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice), these helpful resources help optimize Fresh California Avocado usage: [nutrition](#), [selection](#), [storage and handling information](#).

### **About the California Avocado Commission**

Created in 1978, the California Avocado Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state's nearly 4,000 avocado growers. The California Avocado Commission serves as the official information source for California Avocados and the California avocado industry. For information about California Avocados, visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice), or join us on Facebook at [Facebook.com/CaliforniaAvocados](https://Facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.



Kale-California Avocado Tabouli Salad