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## SUMMER HOLIDAYS BRING BURGERS WITH FRESH CALIFORNIA AVOCADO

Irvine, CA (May 4, 2017) – From Memorial Day through Labor Day, as Americans work, travel and dedicate themselves to the pleasures of summer dining, there’s always a burger at the end of the trail. While burgers are as varied as the customers who consume them, a finishing touch of Fresh California Avocado enhances any version with smooth texture, summery flavor and seasonal appeal.

As summer and Fresh California Avocado season are almost one and the same *and* June is California Avocado Month, savvy operators know that adding a layer of Fresh California Avocado to their signature burger is a crowd pleaser. While many Americans are burger classicists—and there’s no denying the appeal of a [Double Guacamole Burger](#)—the burger is truly a creative platform for summer menus. For the lighter appetite, consider menuing [M Café’s Seared Tuna Burger with California Avocado](#) or a [California Avocado Chicken Slider](#). And, satisfy vegan and vegetarians customers with grain-based [Farro Burgers with Sliced California Avocado](#).

While planning Summer Holiday menus, look to [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice) for seasonal sandwiches and other dishes featuring Fresh California Avocados. Browse the California Avocado Commission recipe database for menu solutions, and check out these helpful resources for Fresh California Avocado best practices and usage tips: [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.