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FOR POKE AND CALIFORNIA AVOCADOS, FRESHNESS IS KEY

Irvine, CA (April 3, 2017) — In Hawai'i, poke is a popular salad and ubiquitous snack. Riding on the wave of a building trend, poke is now a widespread item on mainland menus from supermarket foodservice to quick service to white tablecloth restaurants. Poke traditionally starts with cubes of ultra-fresh tuna or other seafood, but variations abound, including versions enhanced with chunks, cubes or slices of delectable Fresh California Avocados.

Freshness is the key to poke and California Avocados. Both depend on availability (poke on prime ingredients, Fresh California Avocados on season), and chefs rely on both for menu versatility. Poke preparations make perfect palettes for Fresh California Avocados. The smooth texture of Fresh California Avocado cubes offer an ideal foil for fish tossed with soy sauce, green onions and sesame oil. A more simple approach, which also appeals to vegetarians, is [California Avocado and Mango Poke](#), a refreshing appetizer or salad that uses traditional poke seasonings to accent the fruit-forward flavor profiles.

For more on-trend recipe ideas featuring Fresh California Avocados, like [Roasted Unagi with California Avocado Sushi](#) and [Salmon and Brown Rice Bowl with California Avocado Hollandaise](#), browse the California Avocado Commission recipe database for menu solutions for all dining segments and dayparts. While visiting 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, or join us on Facebook at Facebook.com/CaliforniaAvocados and @CA_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.