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## **ARTISAN CHEFS SUPPORT CALIFORNIA AVOCADO MONTH**

*Restaurant Menu Specials and Media Events Promote California Avocado Season*

**IRVINE, Calif. (July 14, 2014)** – The California Avocado Commission (CAC) once again celebrated “California Avocado Month” in June as part of its early season marketing initiative. The public relations program, slated for a period of strong California avocado supply, generated consumer media coverage and achieved CAC’s objectives to showcase the versatility of California avocados in various dishes while garnering menu placement at influential restaurants.

“The Commission continues to tap into the creativity of artisan chefs to encourage new uses for California avocados,” said Jan DeLyser, vice president of marketing for CAC. “These chefs put together some awesome menus highlighting California avocado versatility throughout CAC’s California Avocado Month program in June”

Well-known chefs across the nation participated in the promotion with featured California avocado specials in their respective restaurants. Seattle chef Eric Tanaka ran month-long specials at three Tom Douglas properties, including Brave Horse Tavern, TanakaSan and Palace Kitchen. At the latter his special dish was Grilled and Chilled Rhode Island Squid, California Avocado, Lemon, Radish, Pea Vine, and Squid Ink Aioli. CAC’s artisan chef partner in Chicago, Carol Wallack of Sola, featured a June special of Unagi Atop Sushi Rice, Drizzled with Sweet Soy-Sake BBQ Sauce, accompanied by California Avocado and Banana Puree. Chef Ivy Stark put her own spin on guacamole with California Avocado, Summer Fruit and Peekytoe Crab Guacamole in celebration of California Avocado Month at six Dos Caminos restaurants in New York, New Jersey and Florida.

The Commission’s artisan chef partners participating in California Avocado Month activities also included Bruce Auden from San Antonio; Trey Foshee from San Diego; Philadelphia’s Mitch Presnky; Kent Rathbun from Dallas/Houston/Austin/Plano, and Oregon-based Lisa Schroeder.

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Chef Schroeder's restaurant, Mother's Bistro & Bar in Portland, Ore., was the site of a California Avocado Month artisan chef media dinner. Fifteen local food media attended the dinner, including representatives from The Portland Mercury and Oregon Public Broadcasting. Guests enjoyed a California avocado-centric meal that kicked off with appetizers and Lucy Brennan's Avocado Daiquiri. After enjoying a Butter Leaf Salad with California Avocado, Green Onion and Lemon Vinaigrette, attendees were served the chef's Grilled Chicken Breast Topped with Sautéed Onions, Sliced California Avocado and Fresh Tomato Salsa along with one of her signature side dishes, California Avocado and Bacon Macaroni and Cheese.

During the meal Chef Schroeder demonstrated one of the appetizers – California Avocado, Pink Grapefruit and Dungeness Crab Cocktail – while providing facts about California avocados. Avocados also were the key ingredient in the dessert, a California Avocado Lime Pie.

“The Commission’s June California Avocado month activities helped build awareness of California avocado season and set the stage for summer-long programs,” said DeLyser.

### **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 5,000 avocado growers. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. For nutrition information and recipes visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com), or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and [@CA\\_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.pinterest.com/CaliforniaAvocados), [Pinterest](https://www.pinterest.com/CaliforniaAvocados) and [Instagram](https://www.instagram.com/CaliforniaAvocados) for updates.

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