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MAKE THE MOST OF FLAVORFUL CALIFORNIA AVOCADOS ON BREAKFAST AND BRUNCH MENUS

Irvine, CA (April 4, 2019)—Peak season for Fresh California Avocados is here! Forward-thinking foodservice operators can make the most of the bounty the harvest will bring by planning spring and summer menus that highlight this popular fruit.

There's more room than ever for Fresh California Avocado culinary creations that excite guests, especially at breakfast. According to Datassential Menu Trend research, avocado has the highest penetration on breakfast menus, which also saw the highest daypart growth over the last four years. Combine that with the fact that avocado menu penetration in the pizza segment has seen a 155% increase over the last decade as solid reasons to move pizza with avocado to breakfast and brunch menus. Try this winning combination of a time-honored breakfast staple (bacon) and a time-honored California staple (avocado) in [Breakfast Pizza with California Avocado](#).

Operators can take the trends to the next level by highlighting Fresh California Avocados on the menu. Consumer research revealed that nearly 60 percent of consumers believe it's important to have source of origin available at restaurants, and more than half are likely to purchase a food or beverage if California is the source of origin.

California avocado growers take great pride in bringing the finest quality fruit to market each year. Avocados thrive in Southern California's coastal climate and are carefully nurtured and picked when the time is right. This attention to detail results in avocados that ripen to perfection: consistent rich flavor and smooth texture.

The California Avocado Commission offers more crave-worthy breakfast and brunch recipes, including [Fox Benedict with Tempura California Avocados](#) and a non-alcoholic [Avo Maria](#) beverage. For more recipes and resources, visit the Commission's website at CaliforniaAvocado.com/Foodservice.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by more than 3,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit CaliforniaAvocado.com, or join us on [Facebook](#) at [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados) and @CA_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.