



FOR IMMEDIATE RELEASE

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## **FRESH CALIFORNIA AVOCADOS SATISFY FLAVOR-SEEKING MILLENNIALS**

Irvine, CA (April 2, 2018)—Millennials, the largest U.S. age demographic,\* continue to influence the way we eat, and no one seems to be complaining. According to Mintel,\*\* 79% of consumers are open to try new types of cuisines they have not had before. As today's restaurant patrons eagerly expand their culinary horizons with exciting flavors and textures, menus in all segments reflect this spirit of adventure. Many chefs choose Fresh California Avocados to complement their globally inspired creations, ranging from Southeast Asian and Mediterranean cuisines. With beautiful color, nutty flavor and creamy texture, Fresh California Avocados enhance recipes like [California Avocado Saigon Subs](#) and [Vegetarian Kufteh](#) and deliver an irresistible excuse for one more bite.

The California Avocado Commission shares more globally-inspired recipes, handling tips and the latest nutrition research at [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice).

\* Millennials Outnumber Baby Boomers and Are Far More Diverse, Census Bureau Reports

\*\* Mintel Foodservice Trends 2018

### **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 commercially cultivated with uncompromising dedication to quality and freshness, by more than 2,000 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](http://CaliforniaAvocado.com), or join us on [Facebook](#) at [Facebook.com/CaliforniaAvocados](https://Facebook.com/CaliforniaAvocados) and [@CA\\_Avocados](#) on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.