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THE CALIFORNIA DIFFERENCE: CHEFS AND CUSTOMERS FAVOR LOCAL INGREDIENTS FROM DEDICATED GROWERS

Irvine, CA (April 2016) — Chefs and diners care about the origin of their food. Locally grown produce ranked #3 in the National Restaurant Association’s “What’s Hot” 2016 Culinary Forecast; natural ingredients and farm/estate branded items followed closely at #5 and #13.* So, as Fresh California Avocado season gears up, it’s no surprise that California Avocado fans in the restaurant kitchen and at the table are looking forward to [avocado-packed menus](#) throughout the spring and summer.

What makes Fresh California Avocados taste so delectable? California Avocados are grown in sun-kissed soil by seasoned growers who apply hand-grown care to deliver a consistently creamy avocado taste. Of the nearly 4,000 California Avocado growers, most run small, family farms. They walk the land, ensuring their Fresh California Avocados are always inspected, harvested and cared for by a knowledgeable grower that takes pride in the California quality pledge.

For more information about the Fresh California Avocado difference, visit CaliforniaAvocado.com/Foodservice. On the site, browse the Fresh California Avocado [recipe database](#) and serving suggestions, and find a variety of helpful resources—[nutrition](#), [selection](#), [storage and handling information](#)— for optimizing Fresh California Avocado usage.

*National Restaurant Association, Restaurant.org/FoodTrends.

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.