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**ATLANTA CHEF AND TOP CHEF JUDGE TO SHOWCASE HIS SOUTHERN TOUCH WITH CALIFORNIA AVOCADO DISHES AT PMA FRESH SUMMIT**

**IRVINE, Calif. (September 29, 2015)** – The California Avocado Commission (CAC) announced its plans for the Produce Marketing Association (PMA) Fresh Summit, which will be held in Atlanta, GA. On October 24 and 25 CAC’s expo booth #2647 will host Atlanta-based chef and cookbook author Hugh Acheson, who will fuse southern cuisine and California avocados to create irresistible dishes for booth visitors to sample. The Commission also will share some of its 2016 marketing programs at the event.

“CAC is gearing up for 2016 with exciting plans and looking forward to meeting with retailers in our booth and at show events,” said Jan DeLyser, CAC vice president of marketing. “Early indicators point to an excellent California avocado crop next season and Fresh Summit provides an opportunity to discuss planned harvest size, timing and marketing support.”

The Commission will have the latest category sales data and research to share with retailers, including California avocado merchandising performance results in 2015. Updates on the California avocado label project will also be provided. More than half of California avocados are now labeled with California branding and provide clear identification of origin at point of purchase. Supermarket Registered Dietitians, educators and the media are invited to CAC’s booth to learn about the nutrition qualities of avocados, programs to promote them and more.



Chef Acheson is a perfect fit for CAC’s booth #2647 at Fresh Summit, and at select times throughout the expo hours on both Saturday and Sunday he will engage with industry members and showcase delicious California avocado recipes he created with fresh flavors of the south. Acheson is chef / partner of the Athens, Georgia, restaurants 5&10, The National, the Atlanta restaurant Empire State South, and The Florence in Savannah. He competed in Bravo’s Top Chef Masters, Season 3 and currently stars as a judge on Top Chef. Acheson is a James Beard award winner for Best Chef Southeast and was named a

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Best New Chef by Food & Wine Magazine. He also is the author of the James Beard Foundation award winning cookbook *A NEW TURN IN THE SOUTH: Southern Flavors Reinvented for Your Kitchen*. Acheson's latest book, *THE BROAD FORK: Recipes for the Wide World of Vegetables and Fruits*, mentions California avocados.



“The Commission also is excited that a California avocado recipe has been chosen as one of the 10 finalists in this year’s PMA Fresh Summit Sensory Experience Contest, which will be judged on October 23,” said DeLyser. “Our recipe also will be featured during the Fresh Ideas in Action reception following the judging.”

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](https://www.facebook.com/CaliforniaAvocados) and [@CA\\_Avocados](https://www.instagram.com/CA_Avocados) on [Twitter](https://twitter.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

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