

FOR IMMEDIATE RELEASE

Contact: Kim Kurata
(415) 876-0555
KurataComm@comcast.net

May's a Memorable Month for Fresh Hass Avocado Promotion Opportunities

Irvine, CA (Feb. 2, 2007) – While April can bring rain showers, May brings sun, fun and special occasions to promote Fresh Hass Avocados – from May Day and Cinco de Mayo to Mother's Day and Memorial Day. To help operators take advantage of year-round availability of Fresh Hass Avocados, the Hass Avocado Board offers a menu guide packed with patron-pleasing dishes and promotions. A list of customer favorites includes *Grilled Quesadillas, Scallop and Avocado Ceviche* to *Avocado and Ahi Tuna Tartare*.

All yearlong, no matter what the occasion, there's always a reason to celebrate with Fresh Hass Avocados. For more Fresh Hass Avocado menu and promotion ideas, contact the Hass Avocado Board for a free copy of the *Foodservice Promotion Guide for Fresh Hass Avocados* at 1-800-370-3782, or download a copy at avoHQ.com.

#