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HAB Offers Promotions and Menu Ideas for Game Day

Irvine, CA (Aug 6, 2007) – This football season, the Hass Avocado Board has created a winning strategy and promotional game plan for Fresh Hass Avocados. Responding to the consistent, year-round supply of Fresh Hass Avocados available to foodservice, HAB recognized the need for creative menu concepts and innovative promotions. The *Foodservice Promotion Guide for Fresh Hass Avocados* provides ideas to ensure an exciting seasonal promotion.

HAB suggests playing up local team colors with an *Avocado Confetti Pizza* featuring bursts of red, yellow, green and white. Even easier, HAB helps you create your own on-site tailgating event with “Tailgate with Fresh Hass Avocados” table tents, server buttons, menu inserts and Playbook with helpful menu tips.

Contact HAB at 1-800-370-3782 for a free copy of the *Foodservice Promotion Guide for Fresh Hass Avocados* and to customize your “Tailgate with Fresh Hass Avocado Kit”. Or, visit avoHQ.com to download an electronic version of the guide or to order your tailgating kit today.

About the Hass Avocado Board

The Hass Avocado Board (HAB) was established in 2002 after approval by producers and importers of Hass avocados in a national referendum. A 12-member Board administers the program. Over 20,000 producers and 100 importers are involved in the HAB, which covers fresh domestic and imported Hass avocados sold in the U.S. market.

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