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Contact: Kim Kurata
510-594-9220
KurataComm@comcast.net

Get into Fashion this Spring with Fresh Hass Avocados

Irvine, CA (December 2007) – When looking to add real excitement to spring menus, operators can capitalize on Fresh Hass Avocados with their wide-appeal and versatility for applications across the menu and throughout the day. Operators and patrons alike will enjoy fashionable Fresh Hass Avocados in a variety of forms: slices, dices, halves and even deep fried. The creamy-smooth texture and subtle nutty flavor will satisfy even the most discriminating palates.

With year-round availability, it's no wonder Fresh Hass Avocados are the most fashionable ingredient on hand. This spring, plan an appetizer or small plate menu featuring the stylish *Avocado Shrimp Toast with Tropical Sambal* or the chic *Avocado Crab Cakes*. For more vogue ideas on Fresh Hass Avocado menu promotions, call 1-800-370-3782 to order your free copy of *Foodservice Promotion Guide for Fresh Hass Avocados*.

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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