

## Peruvian Hass avocados

### Information pack: Consumer

**Product:** Peruvian Hass avocado

**Origin:** Peruvian Hass avocados are produced in young orchards along 8,000 hectares of plantations along the fertile, low-lying coastal region of Peru in South America

**Availability:** They are in season from late April through to September

**Variety:** The Hass variety of avocado is creamy with a slightly nutty flavour. It has a dark, knobby skin, which darkens to black as the fruit inside ripens

**Choosing an avocado:** To test if a Hass avocado is ripe, gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will be firm yet will yield to gentle pressure. Ripe avocados will keep for 2-3 days, store them in the fridge to prevent over-ripening

**Ripening an avocado:** To accelerate ripening place avocados in the fruit bowl with other fruit or, better still, put them into a paper bag with a banana or a kiwi fruit. The ethylene gas released by the other fruit will stimulate the avocados to ripen more quickly

**How to eat avocados:** Avocados are a versatile ingredient in recipes for all seasons. They're great in salads, sandwiches, wraps and pasta dishes or simply eaten on their own, scooped from the skin

## Nutrition & health benefits

- Gram for gram an avocado contains almost twice the amount of cholesterol-lowering monounsaturated (or 'good') fat as salmon
- Half a medium avocado (72 grams) contains just 137 calories, 50% less than a plain bagel
- Avocados contain 12 of the 13 known vitamins
- Avocados contain more potassium (12.5% more) than bananas

Avocados are full of healthy oil: the same oil found in nuts and olive oil. Half an avocado counts as one of your 5-a-day and including half an avocado into your daily diet can help your body fight a range of diseases and lower cholesterol.

For more **information, recipes or photography featuring** Peruvian Hass avocados please contact:

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