

## Peruvian avocado growers launch Hass campaign

Avocado growers in Peru have unveiled their first ever campaign for promoting Hass avocados in the UK market.

The initiative will promote Peruvian Hass with the strapline 'Deliciously Healthy' in the main multiples and in the media during Peru's main supply window from the middle of May until July. It is funded by ProHass, the trade association that represents more than 3,000 hectares of avocados in the country.

The campaign aims to champion specific health benefits of the fruit as well as the taste and versatility of the Hass variety, encouraging current consumers to buy more avocados and new shoppers to sample and to buy avocados.

Key messages of the campaign include:

- Avocados contain 12 of the 13 known vitamins, and several minerals
- Half a medium avocado (72 grams) contains just 137 calories, 50% less than a plain bagel
- Gram for gram an avocado contains almost twice the amount of cholesterol-lowering monounsaturated (or 'good') fat as salmon
- Avocados contain 12.5% more potassium than the sportsperson's favourite – bananas
- An avocado makes a mouth-watering 'hero ingredient' in a salad, sandwich or cheese on toast

The in-store element of the Peruvian promote will include in-store recipe leaflets with a 'Win a holiday to Peru competition' as well as advertising at the point-of-sale in major multiple retailers.

Public relations activity involves the introduction of a new website, [www.deliciouslyhealthyavocados.co.uk](http://www.deliciouslyhealthyavocados.co.uk), as well as recipes using Hass avocados, photography and a media press pack.

Peru is also linking up with Fruity Friday, the World Cancer Research Fund's awareness day on May 15<sup>th</sup>, and will be distributing samples of Hass avocados to commuters at London's Kings Cross station on the day, as well as carrying out radio interviews for the regional and national press on the health benefits of the avocados.

Peruvian avocados have grown in significance as a source of Hass avocados in the last decade, during which time the country has developed a reputation for supplying excellent quality. Peru is supplying increasing volumes to the European market in the summer season.

### Notes for editors

- Peru exported a total of 38,680 tonnes in 2008, a YOY increase of 29%, of which approximately 12% was exported to the UK
- The orchards are young and capable of producing good-sized fruit. Stable daily temperatures and good sunlight levels in Peru add to the quality of the Peruvian product
- Running from May to June, the new Peruvian campaign is designed to complement activity to promote Chilean Hass avocados, which has taken place in the autumn and winter months for the last four years

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



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