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### **Focus on Peruvian cooking boom to support Hass avocado sales**

The Peruvian Hass Avocado Association (ProHass)'s campaign to promote Hass avocados is drawing on burgeoning interest in Peruvian food in the UK for the 2013 season.

The campaign, now in its fifth consecutive year, features new recipes inspired from traditional Peruvian dishes as well as activities that include an avocado masterclass for food writers, recipe video and online competitions, in collaboration with Martin Morales, the Peruvian entrepreneur behind the next Soho restaurant Ceviche.

Peruvian food is growing in its influence in the UK, with three restaurants inspired by the country's cuisine, including Ceviche, opening in the capital alone in the last year.

"We are promoting Hass avocados in the UK, French and German markets again this year," said Arturo Medina, general manager of ProHass. "We were delighted with the results of last year's campaign and aim to build on these with the addition of initiatives that use the rising awareness of Peruvian cookery as a way to increase knowledge of the taste, season and uses of one of the country's most delicious fresh exports. With a strong package of support such as this, these key markets have great potential for further growth.

"Alongside the health benefits of eating avocado and guidelines for ripening, our campaign is highlighting the versatility of avocados to shoppers with simple uses – reflecting our established 'Mashed, Sliced, Diced' strapline – but also traditional Peruvian dishes, including the Ceviche and the Causa Limeña."

The year has seen near-perfect growing conditions in Peru's 12,000 hectares of avocado groves and ProHass says it expects approximately 7% growth in total exports to Europe compared to 2012.

"Europe stays our priority market and we forecast sending 61,750 tonnes of Peruvian Hass avocados to European countries," said Medina.

"We are working very closely with retailers and importers throughout Europe to highlight the advantages of sourcing avocados from Peru and to drive sales at the point-of-sale", said Medina. In-store activity will then see branded sampling days in supermarkets, educational leaflets and labels on packs of Peruvian Hass.




Shoppers will be able to sample avocado sandwiches, included in the campaign to highlight the versatility of the fruit. UK consumers eat approximately 11 billion sandwiches every year and avocado will be promoted as a healthy alternative to butter and a great ingredient for sandwich filling.

Latest figures for Peruvian Hass forecast a production of 95,000t. Of the 61,750t expected to be shipped to Europe, 6,189t is forecast for the UK and 16,350t for the French market.

Notes to editor:

- 2013-campaign has a new modern and colourful logo “Avocados from Peru”
- The Peruvian Hass avocado season runs from May until September
- Peruvian Hass avocados are produced on low 12,000 hectares of farmland in low-lying coastal regions, mainly in Southern Peru
- Peruvian orchards are young and produce good-sized fruit. Stable daily temperatures and good sunlight levels in Peru add to the quality of the Peruvian product
- Peru has grown in significance as a source of Hass avocados in the last decade. Peru is supplying increasing volumes to the European and other international markets in the summer season
- Peruvian growers servicing the European market are members of the internationally recognised GlobalGAP standard for food production. The scheme ensures a responsible approach to the health and safety of farm workers and minimal inputs of pesticides

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

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