Influencer-Created Recipes Help Reach Younger Targeted Shoppers

California Avocado Matcha Smoothie and California Avocado Pancakes

The California Avocado Commission partners with key food and lifestyle influencers throughout the California avocado season to have them develop avocado-centric recipes that they share with their followers on social media and then for posting on CaliforniaAvocado.com. The consumer influencers this year have a combined following of more than 3.7 million across Instagram, YouTube and TikTok.

These unique, trend-inspired recipes are meant to keep California avocados top-of-mind among consumers and encourage them to look for California on the label when picking up their avocados to ensure they are selecting the locally grown fruit.

Below are two recipes created by Southern California-based influencer Erica Costello that use California avocados in unique ways and generated considerable buzz online. Give them a try!

California Avocado Matcha Smoothie

Serves: 4
Time: 10 minutes



Ingredients

- 2 cups milk of choice
- 1 ripe, Fresh California Avocado, seeded, peeled and quartered
- 1 1/2 Tbsp. drinking-grade matcha powder
- 4 Tbsp. honey or agave
- 1 tsp. vanilla extract
- 1 large frozen banana
- 1 1/2 cups ice

Instructions

1. Add milk, avocado, matcha powder, honey or agave, vanilla extract, frozen banana and ice to a high-speed blender.
2. Blend until creamy and smooth.
3. Taste and add more sweetener if desired.
4. Pour and enjoy.

California Avocado Pancakes

Serves: 2
Time: 20 minutes



Ingredients

- 1 cup all-purpose flour
- 1 1/2 Tbsp. brown sugar
- 1 tsp. baking powder
- 1/2 tsp. salt
- 1/4 tsp. cinnamon
- 1 ripe, Fresh California Avocado, seeded, peeled and quartered
- 3/4 cup milk of choice
- 1 large egg
- 1 Tbsp. vegetable oil
- 1 tsp. vanilla extract or vanilla bean paste
- Butter or avocado oil for pan

Instructions

1. In a medium bowl, whisk together flour, brown sugar, baking powder, salt and cinnamon.
2. Add California Avocado, milk, egg, vegetable oil and vanilla to a blender. Blend until smooth.
3. Pour wet ingredients into dry and stir until combined.
4. Heat butter or avocado oil in a pan over medium heat.
5. Scoop batter into pan and cook about 2 minutes per side, flipping once.
6. Plate and top with your favorite toppings.

Variation: Fold some chocolate chips or chopped banana into the batter before cooking, if desired.

Recipes created by Erica Costello for the California Avocado Commission.

**Large avocados are recommended for this recipe. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.*