



# *CAC Kicks off California Avocado Month at L.A.'s Historic Grand Central Market*

By Tim Linden

In partnership with the historic Grand Central Market in revitalized downtown Los Angeles, the California Avocado Commission (CAC) kicked off California Avocado Month in late May with a media tour previewing how 10 restaurants in that foodie haven were going to celebrate the occasion. The Commission partnered with these top restaurants to feature California avocados in newly-developed recipes throughout the month of June. The food hall — and the Commission's

restaurant partners — represents a diverse lineup of cultures and cuisines within a wide-open venue.

Touring the facility in three different groups, the gaggle of reporters and bloggers went from venue to venue tasting and photographing about a dozen avocado-centric creations. At each stop, the chefs displayed their passion for food, cooking and especially California avocados as they discussed their unique recipes and presented their dishes. Each stop was



seemingly better than the one before and each dish offered creative takes on familiar dishes. From salad and tacos to toast and a smoothie, the California avocado was the star of each offering.

The evening was capped off with a dinner at Horse Thief BBQ, one of the flagship restaurants of Grand Central Market. At that venue, Chef Anthony Chin impressed the attendees with his two avocado-laden dishes: *Brisket Sandwich with Smoked California Avocado Relish* and *Smoked Chicken and Baby Kale Salad with Creamy California Avocado Dressing*.

Chin explained that his restaurant features Texas BBQ-style dishes, but as a Los Angeles native he tries to add a California twist to his dishes. “What could be more Californian than an avocado,” he quipped.

While dinner was served, each of the dishes from the venues were on display and professionally lit so the bloggers could immediately post their experiences on social media. CAC created a special hashtag and SnapChat filter so that each social media post was published with California Avocado identification, giving maximum exposure to avocados from the Golden State.

CAC Chairman Rick Shade, who currently grows avocados in the Carpinteria area, addressed the group and told of an earlier connection his family had to the famed Grand Central Market. He called this first-time visit to the food hall “somewhat of a homecoming.” His family farming roots began in the Los Angeles area more than 100 years ago and the market actually introduced his ancestors to what was then called an avocado pear in about 1917. It was years later that the

Shade family farm began growing the crop, but it was that initial Grand Central Market visit that planted the idea — even though the two ancestors who first tasted the avocado weren’t impressed. “They did not know it needed to be ripened and didn’t like it,” Shade said.

CAC Vice President Marketing Jan DeLyser gave the media representatives a quick avocado tutorial, noting that there are about 80 million Hass avocado trees worldwide, with each of them being a descendant of the original Hass avocado tree discovered in Los Angeles County in 1926, not too far from the market.

## California Avocado Month Kick-off Event Achieves Wide Reach

- **90K visitors to Grand Central Market expected during California Avocado Month**
- **82 MILLION total impressions\***
- **LAist, dineLA, FoodBeast among placement highlights**

\*Through 6/8/17



She discussed this year's crop and advised the group of a foolproof way to ensure that the avocado they select at the grocery store is a great one... "Pick the one with a 'California' label on it."

The Grand Central Market food vendors participating in California Avocado Month included: Horse Thief BBQ, Belcampo Meat Co., DTLA Cheese and Kitchen, Golden Road Brewing, Las Morelianas, La Tostaderia, Madcapra, Olio Wood Fired Pizzeria, Prawn, Ramen Hood and Valerie Confections. Both CAC and the Grand Central Market publicized the partnership throughout the month via social media. 🥑



CAC's Jan DeLyser points out that the California Avocado label is the best way to pick a perfect avocado.

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Ramen Hood chef creating a unique avocado toast dish for the Grand Central Market event.



Golden Road Brewing served an avocado-centric chicken sandwich.