

April 15<sup>th</sup>, 2011

## **ProHass launches campaign to promote Peruvian Hass avocados**

The Peruvian Hass Avocado Producers' Association (ProHass), which represents Peru's expanding Hass avocado industry, has unveiled its new campaign to promote Peruvian Hass Avocados throughout the summer season, based on the strapline 'Delicious Hass Avocados'.

Northern Europe continues to be one of Peru's main growth markets, with the campaign now covering Germany for the first time, as well as France and the UK. Peruvian avocado production in 2011 is expected to reach 63,000 tonnes, of which 95% is destined for export.

Arturo Medina Castro, general manager of ProHass said: "We were pleased with the results of last year's campaign and want to build on this awareness during a key export window for Peruvian Hass avocados. This is an important part of our strategy of building new markets for the fruit."

With the strapline 'Delicious Hass Avocados' the Peruvian campaign highlights the excellent quality and taste of the Peruvian crop. Peruvian cuisine, once considered one of the world's best, is undergoing an international revival, and the campaign offers inspiration for consumers to discover the country's food with recipes, in-store tastings and other events.

In the UK, the campaign will feature an online recipe competition, and outdoor tastings provided by Ceviche – the new London Peruvian restaurant opening soon.

In France, Cordon Bleu will be running a Peruvian gastronomy workshop for consumer food journalists to taste this forgotten cuisine, as well as a promotion at Rungis wholesale market in Paris.

In Germany, supermarket tastings, leaflets and the new website will encourage shoppers to engage with the campaign.

Medina said: "This year, Peru is celebrating the centenary of the rediscovery of Machu Pichu – we look forward to Western European consumers rediscovering our food culture and heritage in 2011".

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.

ProHass is coordinating its campaign and website once again with the Chilean Hass Avocado Association, which promotes Hass during the European winter.

### **Notes to Editors**

- The Peruvian Hass avocado season runs from May until August
- Peruvian 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
- Peruvian avocados have 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.

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



[dominic@redcomm.co.uk](mailto:dominic@redcomm.co.uk) or 01480 465 953

[ashleigh@redcomm.co.uk](mailto:ashleigh@redcomm.co.uk) or 01480 465 953