

Peruvian Hass avocados

Culinary inspiration – ancient and modern 2011

- Peruvian cuisine is considered one of the most diverse in the world - on par with French, Chinese and Indian cuisine.
- Thanks to the country's pre-Inca and Inca heritage and to European, Sino-Cantonese, and Japanese immigration, Peruvian cuisine combines the flavours of four continents.
- The eclectic variety of traditional dishes, and constant evolution of Peruvian culinary arts mean that Peruvian Cuisine is constantly changing.
- *Novoandina* is a modern style of cuisine from Peru and other Andean countries, which combines modern techniques with traditional local raw materials, including avocados.
- Cream and butter are not traditional to the region – resulting in dishes naturally low in saturated fats.

Peruvian Hass Avocados : timeline for a traditional ingredient

Between 7,000 and 5,000 BC: The avocado (*Persea americana*) originated in South America
1450 The fruit was introduced to Peru around this date, following an Inca conquest of the Palta Indians of southern Ecuador. - many South American countries including Peru still call avocado "palta" today.**1518** - Martin Fernandez de Enciso (1470-1528), Spanish conquistador and cosmographer, wrote the first published record that describes the avocado

1550 - The Spanish name for avocado, aguacate, was first used by Spanish conquistador Pedro de Cieza de Leon (, in his travel journal. He noted that the avocado grew in Panama, Ecuador, Colombia, and Peru.


1920s - Mr Rudolph Hass, a Californian postman, developed and promoted the first Hass avocado.. Hass's children preferred the taste of the tree's fruit to the Fuerte.the predominant variety at the time. so he named the variety after himself and took out a patent in 1935.

1935, Hass took out a patent on the variety, which he named after himselfThe patent expired in 1952, the same year that he died.

2011, to this day - the bumpy black avocado has continued to gain in popularity to the smooth green Fuerte. Consumers preferred its richer, nuttier taste, while retailers favoured its durability and longer shelf life. Today, the Hass accounts for about 80 percent of all avocados eaten worldwide

For more information on Peruvian Hass avocados please contact:

 Dominic Weaver, RED Communications Ltd, on 01480 465953. Email: dominic@redcomm.co.uk

 Ashleigh Mackenzie, RED Communications Ltd, on 01480 465953. Email: ashleigh@redcomm.co.uk

