

Peruvian Hass Avocados 2011

Selection and Nutrition

Peruvian Hass avocados are produced in young orchards along 8,000 hectares of plantations along the fertile, low-lying coastal region of Peru in South America are in season from late April through to September.

The Hass variety of is creamy with a slightly nutty flavour. It has a dark, knobbly skin, which darkens to black as the fruit inside ripens.

How to choose the perfect Hass

- The Hass Avocado is easily identified by its oval shape, the bumpy, texture of its skin and their purplish black colour indicating when they are ripe and ready to enjoy
- Green fruit can take anywhere from two to seven days to ripen when stored at room temperature. You can speed the process by placing your Hass Avocados in a paper bag with an apple for 2 to 3 days at room temperature.
- To check for ripeness, gently squeeze the fruit in the palm of your hand (avoid using your fingertips), when they yield to gentle pressure, they're ready to eat.
- **Practice makes perfect** - if it's your first time selecting avocados, try choosing a couple of avocados that yield to gentle pressure to taste the difference. Or try purchasing an unripe avocado, checking it every day for 2 - 3 days as it softens.
- **Buying for an event** - ripe Hass avocados that yield to gentle pressure should be eaten within a day or two. For events a couple days out, buy firm avocados instead.
- Unripe, firm or green fruit can take four to five days to ripen at room temperature, perfect for celebrations that are a few days out. Just be careful to watch the fruit to make sure the temperature in your kitchen does not cause them to ripen too quickly. If they begin to yield to gentle pressure, place them in the refrigerator to slow the ripening process.

Nutrition & health benefits

- Gram for gram an avocado contains almost twice the amount of cholesterol-lowering monounsaturated (or 'good') fat as salmon
- Half a medium avocado (72 grams) contains just 137 calories, 50% less than a plain bagel
- Avocados contain 11 of the 13 known vitamins
- Avocados contain more potassium (12.5% more) than bananas

Avocados are full of healthy oil: the same oil found in nuts and olive oil. Half an avocado counts as one of your 5-a-day and including half an avocado into your daily diet can help your body fight a range of diseases and lower cholesterol.

For more **information, recipes or photography featuring** 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**

