

## HASS AVOCADO BOARD AVOACTION NEWSLETTER - Vol. III, No. 2

**BIG GAME DAY FIELDS 53.5 MILLION POUNDS OF HASS AVOCADOS**

Fans celebrated this year's Big Game by consuming an unprecedented 53.5 million pounds of Hass Avocados. If poured onto Miami's Dolphin Stadium football field, these Hass Avocados would cover the field more than 20 feet deep, end zone to end zone. (Source: Hass Avocado Board)

"Coordinated harvesting efforts with growers and producers from California, Mexico, Chile and the Dominican Republic supplied the country's Big Game Day celebrations with an unprecedented amount of Hass Avocados this year," said José Luis Obregón, managing director of information technology for the Hass Avocado Board (HAB). "The Big Game Day is traditionally the highest consumption day of the year, and by working together, we were able to meet high consumer demand for Hass Avocados."



Concentrated efforts drove consumers to [avocadocentral.com](http://avocadocentral.com), which provided suggestions on ways to use Hass Avocados in their celebrations. Football fans responded by consuming approximately 107 million Hass Avocados at Big Game Day parties. (Source: Hass Avocado Board)

**MARCUS ALLEN RUNS WITH BIG GAME DAY HASS AVOCADO MESSAGE**

Pro Football Hall of Famer Marcus Allen served as the official Big Game spokesperson for the Hass Avocado Board (HAB) this year. After winning the Heisman Trophy in 1981, Allen entered the National Football League. He was named Super Bowl Most Valuable Player in 1984, the Associated Press NFL MVP and NFL Offensive Player of the Year in 1985 and played in six Pro Bowls during his sixteen year career. He now reports for the NFL Network. Allen was selected as the HAB spokesperson because, in addition to knowing football, he knows that guacamole made from creamy Hass Avocados makes a great Big Game Day party dish.

HAB developed a dedicated micro site featuring an Allen Big Game and Hass Avocados sound bite, recipes and the opportunity to enter a sweepstakes to win one of 10 Allen-autographed footballs to celebrate the 2007 Big Game. Allen participated in a pre-game radio media tour that aired in the Los Angeles, San Diego, San Francisco, Houston, Phoenix, Detroit, Denver, St. Louis and Cleveland markets. In addition, he was featured in numerous broadcast and print interviews that focused on "must-have" Big Game Day celebration items.

Media coverage included:

- ESPN Radio's "The Herd" with Colin Cowherd
- ESPN's "Cold Pizza"
- FOX Sports Net's "Totally Football"
- ESPN2's "Mike and Mike Show"

In addition to [Marcus Allen's Gridiron Guacamole](#) recipe, other football fare recipes available on [avocadocentral.com](http://avocadocentral.com) include:

- [Crab Cakes Stuffed with Hass Avocados](#)
- [Classic Guacamole](#)
- [Tri-Color Avocado and Corn Salsa](#)
- [Grilled Chicken Avo-Wheelies](#)

**FIELD OF GUACAMOLE VIGNETTE SHOWS HOW TO EAT BETWEEN THE LINES**

The Hass Avocado Board (HAB) accentuated the role Hass Avocados play during Big Game Day celebrations with a 30-second advertisement. The spot aired on Food Network two weeks prior to the Big Game. In addition, a 60-second branded entertainment vignette highlighted Hass Avocado usage, handling and nutritional information while demonstrating how to make the *Field of Guacamole* recipe at home. This spot aired on Food Network and Fine Living also during the two weeks prior to the Big Game.



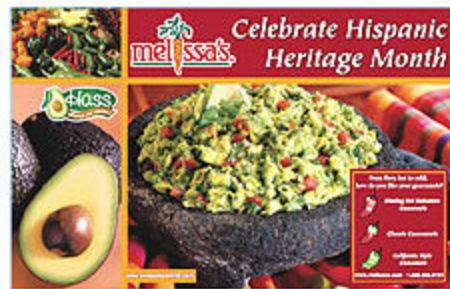
Visit [www.avocadocentral.com](http://www.avocadocentral.com) for instructions on how to make your own *Field of Guacamole*.

**CHILEAN AVOCADO IMPORTERS ASSOCIATION APPOINTS NEW MARKETING DIRECTOR**

The Chilean Avocado Importers Association (CAIA) has named Maggie Bezart marketing director.

"With more than 20 years of produce marketing experience, Maggie is the ideal person to lead the Association's efforts to promote fresh Chilean Hass Avocados in the United States," said Phil Henry, vice chairman of the Chilean Avocado Importers Association.

Bezart will oversee CAIA's public relations and advertising agencies as well as direct the Association's national merchandising efforts.

**HISPANIC OUTREACH DEMONSTRATES AVOCADO VERSATILITY**

The Hass Avocado Board's (HAB) recent co-marketing effort with Melissa's/World Variety Produce clearly demonstrated that the fruit's versatility goes far beyond guacamole with Hispanic consumers. The consumer recipe contest at 2,500 independent Hispanic markets and major retail outlets in the Midwest and Southeastern United States invited consumers to submit their best original recipes featuring Hass Avocados and a Melissa's chile pepper product. Retailers also competed to see who could create the best Hass Avocado display. Judges from HAB

recognized Jewel store # 3290 in Chicago for creating the most appealing Hass Avocado display and five contest entrants received top honors for their delicious original recipes.

Instructions on how to make the following winning dishes are on [avocadocentral.com](http://avocadocentral.com).

- [Pork Medallions with a Green Avocado and Herbed Mole](#)
- [Feliz Navidad Avocado Tree Salad with Chili Vinaigrette](#)
- [Fried Avocado Wedges with El Ranch-O Dipping Sauce](#)
- [Grilled Halibut with Avocado & Chipotle Cream Sauce](#)
- [Buena Nota Crab and Avocado Cocktail](#)

[www.avoHQ.com](http://www.avoHQ.com) is the most comprehensive resource for U.S. Hass Avocado market information. **If you already have an account, log on. If not, sign up today.**

**avoHQ.com**  
GLOBAL AVOCADO MARKETING INTRANET

\* By clicking on this link you will be leaving the HAB AvoAction e-bulletin and entering a non-HAB Web site.

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