

**42M**

guacamole-related results on Google\*

\*All stats as of Dec. 2018.

**"YOLO is the motto when we eatin' avocado"**

One of 96 avocado GIFs you can choose from when posting an Instagram Story

**7.75**

pounds of avocados the average American consumed last year—compared to 1 pound in 1990!

**29.6M**

times Well Done's video for Avocado Pickles has been viewed on Facebook

**8.9 million**

#avocado posts on Instagram

**over 64 million**

avocado-recipe boards on Pinterest

**143,000**

number of times Ambitious Kitchen's avocado-basil pesto recipe has been saved on Pinterest

Whether on a swimsuit sported by Chrissy Teigen, on any and every restaurant menu or dominating your social media feeds, there's no escaping this formerly humble fruit. So what catapulted it to superstardom?

# How the Avocado Took Over Our World

**T**he Hass avocado's beauty has never been skin-deep. In fact, its bumpy black skin was initially a turnoff: the Fuerte, which has smooth, green skin, used to be the most sought-after variety. Then in 1926, a postman named Rudolph Hass planted a few Guatemalan avocado seedlings in his rural Los Angeles County backyard, planning to graft the Fuerte onto them. But the grafts didn't take, so he ignored the trees—until years later his kids told him how great the avocados on the branches tasted. In 1935, he patented the Hass avocado, and growers, who favored its hardier skin and longer harvest season, started a marketing campaign to entice the public to try them. Sadly Rudolph Hass never reaped the rewards. "By the time Hass avocados became popular in the 1970s, the patent had run its course," says Tom Bellamore, president of the California Avocado Commission. Now, Hass make up the vast majority (95 percent) of avocados grown in California, which in turn grows 90 percent of U.S. avocados. "If the Hass had immediately reached the scale it's at today, Rudolph Hass would have been a very rich man," Bellamore adds. Get recipes, tips and more inspiration on the pages that follow.

By Juno DeMelo • Recipes by Gaby Dalkin • Photography by Leigh Beisch



### #avocadoburger

Click on this Instagram hashtag and you'll see hundreds of pics of hamburgers made with green "buns" that are actually avocado halves sprinkled with sesame seeds



### JUST HOW HEALTHY ARE AVOCADOS?

Like most fruits, avocados deliver essential nutrients, including fiber (a serving—about one-third of an avocado—contains 3 grams), as well as antioxidants like vitamins C and E and lutein. Researchers recently linked avocado consumption with improved cognition, citing the fruit's lutein content, and noted that the brain-bolstering antioxidant is particularly well-absorbed from avocado (thank you, monounsaturated fats!). These healthy fats can also help boost your body's ability to absorb fat-soluble vitamins, such as A, K, E and D, in other foods and lower your LDL, or "bad," cholesterol.

"Avocados also deliver about 250 milligrams of potassium [per serving], which most of us don't get enough of," says Bonnie Taub-Dix, R.D.N., the author of *Read It Before You Eat It: Taking You from Label to Table*. "They're real multitaskers from a health and flavor standpoint, because they work in sandwiches and salad, but also in baked goods to replace saturated fats."

### AND SO THEY GROW

Most of the avocados in California are grown near the coast from San Diego to Monterey. Hass avocado trees bloom in the spring, setting the fruit that will be harvested the following spring and summer. Mature fruits can stay on the tree for up to a year (avocados don't ripen till picked!), but most are harvested March through September.



**5 lbs., 8 oz.**  
weight of the heaviest avocado ever recorded

**up to 200**  
avocados one California avocado tree can produce in one year

**90**

percent of U.S. avocados grown in California

**7**  
varieties of avocado grown commercially in California

**12 to 18**  
the number of months it takes to grow a California avocado

**over 5 million**  
avocado trees in California

## AWESOME AVOCADO EATS IN CALIFORNIA

We asked a four Golden State food pros for their top picks—here's what they said:

### Avocado Toast Bartavelle, Berkeley

"Chef-owner Suzanne Drexhage uses only the best, most delicious, perfectly ripe avocados from Brokaw Ranch in Watsonville. She works in a little lemon juice, good olive oil, fine Celtic sea salt and Turkish marash pepper. It's what I'd make for myself every morning if I weren't so lazy."

● **Samin Nosrat**, chef and author of *Salt, Fat, Acid, Heat* and star of the Netflix adaptation of the same name

### Guacamole La Cabaña, Los Angeles

"The guacamole is fantastic, partly because they make it in front of you, partly because there's a good chance there will be a mariachi band playing on the roof while that happens, and partly because you've probably already finished off one pitcher of margaritas by the time you dig in."

● **Jess Basser Sanders**, LA managing editor, *The Infatuation* restaurant guide

### McCarthy Salad The Polo Lounge, Beverly Hills

"This Beverly Hills Hotel restaurant has been serving their McCarthy salad—which is a Cobb salad but with beets and Cheddar instead of blue cheese—since the 1940s. It's named after a polo player who was a frequent guest at the hotel. All the colorful components are plated separately, then mixed for you tableside."

● **Kylie Mazon-Chambers**, blogger, *Cooking with Cocktail Rings*

### Avocado Tacos Loló, San Francisco

"Tacos are the ultimate vehicle for consuming avocados because they let the filling shine. At Loló, the avocados are coated in panko and fried until they're crispy, then slathered with aioli and wrapped in a flour tortilla with melty cheese and pickled red onions, which add a brininess that cuts through the richness of it all."

● **Omar Mamoon**, food writer and cookie-dough purveyor, *Dough XX*



**5-Minute Avocado Eats**

NUTRITION INFO ON PAGE TK



### Goat Cheese & Chive Guacamole

Serve this tangy version with tortilla chips and crunchy vegetables like kohlrabi and carrots.

Mash 3 large ripe **avocados**, 2 Tbsp. **lemon juice** and ½ cup thinly sliced **chives** with a fork in a medium bowl until half the mixture is smooth and the rest is chunky. Add ¼ cup crumbled **goat cheese**, ½ tsp. **salt** and ¼ tsp. **pepper** and stir gently to combine.

**SERVES 10:** 3 Tbsp. each

### Avocado Toast with Burrata

Cream-filled burrata cheese is a decadent topping for avocado toast.

Mash ½ large ripe **avocado**, 1 tsp. **lemon juice** and ¼ tsp. each **salt** and **pepper** with a fork in a small bowl. Spread on 1 thick slice **whole-grain toast** and top with 1½ oz. **burrata** (or mozzarella), 1 tsp. each sliced **basil** and minced **chives** and a pinch of **Aleppo pepper**.

**SERVES 1:** 1 toast

### Really Green Smoothie

Chia seeds lend this creamy smoothie a heart-healthy punch of fiber and omega-3 fatty acids.

Combine 1 large ripe **banana**, 1 cup packed **baby kale** (or coarsely chopped mature kale), 1 cup **unsweetened vanilla almond milk**, ¼ ripe **avocado**, 1 Tbsp. **chia seeds** and 2 tsp. **honey** in a blender. Blend on high until creamy and smooth. Add 1 cup **ice** and blend until smooth.

**SERVES 1:** 2½ cups

STYLING: EMILY CANEER (FOOD), GLENN JENKINS (PROPS)





### Inside-Out California Rolls with Mango & Spicy Mayo

**ACTIVE:** 40 min **TOTAL:** 1 hr 10 min

**EQUIPMENT:** Bamboo sushi mat

Making these rolls with the rice on the outside takes a little extra dexterity but the eye-catching sushi-bar results make it worth it.

#### RICE

- 1½ cups black rice, rinsed
- 2½ cups water
- 2 tablespoons rice vinegar
- 1 tablespoon sugar
- ¾ teaspoon kosher salt

#### ROLLS

- 4 sheets nori
- 4 teaspoons sesame seeds
- 1 Persian (mini) cucumber, sliced lengthwise into 8 pieces
- ½ ripe mango, sliced lengthwise into 8 pieces
- ¾ medium ripe avocado, sliced
- 1 cup lump crabmeat, drained
- ½ cup Sriracha or wasabi mayonnaise

**1. To prepare rice:** Combine rice and water in a medium saucepan. Bring to a boil. Reduce heat to maintain a simmer, cover and cook until the water is absorbed and the rice is tender, 30 to 35 minutes. Remove from heat and let stand, covered, for 10 minutes.

**2.** Combine vinegar, sugar and salt in a small microwave-safe bowl. Microwave on High until the sugar and salt dissolve, about 30 seconds. Add the mixture to the rice and fluff with a fork. Spread the mixture evenly on a baking sheet and let stand until cool enough to handle.

**3. To prepare rolls:** Cover a bamboo sushi mat with plastic wrap. Place one nori sheet, glossy-side down, on the mat. Using wet hands, spread and press 1 cup of rice to cover the nori. Sprinkle with 1 teaspoon sesame seeds. Flip the nori so the rice side is on the plastic wrap. Arrange one-fourth each of cucumber, mango, avocado and crab end-to-end across the bottom third of the

**2,722,893**

the number of times the “It’s an Avocado!”

video of a child opening a wrapped avocado has been viewed on YouTube. Yep.



### Watermelon Radish & Avocado Summer Rolls

**ACTIVE:** 1 hr **TOTAL:** 1 hr

The first thing you layer on the rice paper will be what shows through on the finished roll, so vary what you start with. Consider these fillings a starting point—papaya, snap peas and shrimp are all good alternatives.

#### SAUCE

- ¼ cup hoisin sauce
- ¼ cup smooth natural peanut butter
- 2 tablespoons water
- 2 teaspoons reduced-sodium tamari or soy sauce
- 2 teaspoons rice vinegar
- 1 teaspoon chili-garlic sauce
- ½ teaspoon toasted sesame oil

#### SUMMER ROLLS

- 12 rice paper wrappers
- 3 ounces thin rice noodles, prepared according to package directions
- 2 Persian (mini) cucumbers, thinly sliced
- 1 small watermelon radish, thinly sliced
- 1 medium ripe mango, thinly sliced
- 2 scallions, thinly sliced
- 1½ cups fresh mint leaves
- 1½ cups fresh basil leaves
- 2 medium ripe avocados, halved and sliced into 12 pieces each
- 4 large leaves butter lettuce, torn into 3 pieces each

**1. To prepare sauce:** Whisk hoisin, peanut butter, water, tamari (or soy sauce), vinegar, chili-garlic sauce and oil in a small bowl. Set aside.

**2. To prepare rolls:** Soak one wrapper at a time in a shallow dish of very hot water until softened, about 10 seconds. Lift out, let excess water drip off and lay on a clean, dry cutting board.

**3.** Layer 2 tablespoons rice noodles, a few slices each cucumber, radish and mango, 1 teaspoon scallions, 2 tablespoons each mint and basil, 2 avocado slices and 1 piece of lettuce on the bottom third of the wrapper. Fold the wrapper over the filling and roll into a tight cylinder, folding in the sides as you go. Repeat with the remaining wrappers and fillings. Cut each finished roll in half, if desired. Serve with the sauce.

**SERVES 12:** 1 roll & 1 Tbsp. sauce each

**CAL 220 / FAT 8G (SAT 1G) / CHOL 0MG / CARBS 32G / TOTAL SUGARS 7G (ADDED 1G) / PROTEIN 5G / FIBER 5G / SODIUM 181MG / POTASSIUM 343MG.**

### A Model Avocado

Supermodel, cookbook author and social-media star Chrissy Teigen’s reverse take on avocado toast features the fruit sprinkled with herbed, toasted breadcrumbs. Get the recipe in her latest cookbook, *Cravings: Hungry for More*.



glossy side of the nori. Use the mat to tuck and roll the nori tightly, wetting the last inch of the nori to seal the roll. Then use the mat to gently press and shape the roll. Repeat with the remaining ingredients to make 3 more rolls.

**4.** Use a sharp knife to cut each roll into 8 pieces, wiping the knife clean with a damp towel between slices. Serve drizzled with mayonnaise.

**SERVES 4:** 8 pieces each

**CAL 499 / FAT 23G (SAT 2G) / CHOL 65MG / CARBS 58G / TOTAL SUGARS 9G (ADDED 3G) / PROTEIN 21G / FIBER 8G / SODIUM 745MG / POTASSIUM 308MG.**



**16,053**

number of times Executive Chef David J. Alvarez’s video on how to fan an avocado has been viewed on YouTube

### California Cobb Salad with Herb-Rubbed Chicken

**ACTIVE:** 35 min **TOTAL:** 45 min

The Cobb salad is said to have originated at the Brown Derby in Hollywood in the 1930s. Kale, feta and strawberries give it a new-century feel.

#### CHICKEN

- 1 tablespoon extra-virgin olive oil
- 1 teaspoon garlic powder
- 1 teaspoon dried thyme
- ½ teaspoon dried oregano
- ½ teaspoon dried rosemary
- ½ teaspoon ground pepper
- ¼ teaspoon kosher salt
- 2 8-ounce boneless, skinless chicken breasts, trimmed

#### VINAIGRETTE

- ½ cup extra-virgin olive oil
- ¼ cup lemon juice
- 2 teaspoons champagne vinegar
- ½ teaspoon kosher salt
- ¼ teaspoon ground pepper

#### SALAD

- 6 cups baby kale
- 2 medium ripe avocados, sliced
- 2 large hard-boiled eggs, sliced
- 2 slices cooked bacon, crumbled

- ½ cup crumbled feta cheese
- 10 strawberries, quartered

**1.** Preheat grill to medium-high.

**2. To prepare chicken:** Combine 1 tablespoon oil, garlic powder, thyme, oregano, rosemary, ½ teaspoon pepper and ¼ teaspoon salt in a small bowl. Rub the mixture over chicken.

**3.** Oil the grill rack. Grill the chicken until an instant-read thermometer inserted in the thickest part registers 160°F, 5 to 6 minutes per side. Transfer the chicken to a clean cutting board and let rest for 10 minutes. Slice.

**4. Meanwhile, to prepare vinaigrette:** Whisk oil, lemon juice, vinegar, salt and pepper in a small bowl.

**5. To assemble salad:** Arrange kale, avocado, eggs, bacon, feta, strawberries and the chicken on a large platter. Serve with the vinaigrette.

**SERVES 4:** 2 cups each

**CAL 618 / FAT 48G (SAT 10G) / CHOL 176MG / CARBS 16G / TOTAL SUGARS 4G (ADDED 0G) / PROTEIN 34G / FIBER 9G / SODIUM 705MG / POTASSIUM 1,031MG.**

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