

Fall Featured Recipes:

Recipe Videos Are Valuable Marketing Tools

It's time for football game watching and holiday entertaining, which means it is a great time for salsa and dip recipes. The two California avocado recipes that follow, *Avocado, Mango and Hatch Chile Salsa* and *California Avocado Spinach Artichoke Dip*, showcase how to use the fruit in dips that go beyond typical guacamole. They also are among several California Avocado Commission-developed and -owned recipes whose use was expanded this season via videos made by talented content creators. Used in a variety of programs including customized support for retail customers, the recipe videos include key brand messages such as "California avocados are locally grown and responsibly farmed." To watch these recipe videos, scan the QR codes. 🥑



Avocado, Mango and Hatch Chile Salsa

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Mango and avocado pair beautifully together in a variety of dishes. This *Avocado, Mango and Hatch Chile Salsa* recipe has only six ingredients and is quick and easy to prepare. It is delicious with chips and can be used to top chicken, grilled meats or fish.

Serves: 4

Time: 15 minutes

Ingredients:

- 1 ripe mango, peeled and cut in small cubes
- 1 roasted Hatch or Anaheim chile, peeled, seeded and diced, or more to taste
- 1 ripe, Fresh California Avocado, seeded, peeled and cut in small cubes
- 1 Tbsp. minced chives, green onion or red onion
- 2 tsp. fresh lemon juice
- 1/8 tsp. sea salt, or to taste

Instructions:

Gently fold all ingredients together and serve.





California Avocado Spinach Artichoke Dip

California Avocado Spinach Artichoke Dip

Spinach and artichoke dip is an indulgent favorite. This version replaces some traditional ingredients with fresh California avocados, resulting in a lighter dip that is creamy and delicious.

Serves: 8

Time: 10 minutes

Ingredients:

- 10 oz. frozen spinach, cooked and cooled*
- 6 oz. frozen artichoke hearts, cooked and cooled
- 8 oz. cream cheese, softened
- 2 ripe, Fresh California Avocados, seeded, peeled and mashed
- 1 clove garlic, minced
- 1 Tbsp. Parmesan cheese
- 1/2 tsp. sea salt, or to taste

**May use 16 oz. fresh spinach, cooked, instead*



Instructions:

1. Chop the cooked and cooled spinach and artichoke hearts; squeeze out excess moisture and set in a strainer or colander to drain. (Don't skip this step or the dip can be watery.)
2. Mix cream cheese and avocado together until well-combined and creamy. Stir in the garlic, Parmesan cheese and salt.
3. Press any remaining liquid out of the spinach and artichoke mix, then fold into the dip blend. Taste and adjust seasonings as needed.
4. Serve immediately or place a cover directly on the dip surface and refrigerate for up to 2 hours.

Serving Suggestion: If desired, stir in a pinch or two of white pepper or red pepper flakes to add a little heat. Serve with crisp vegetables or chips for dipping.

**Large avocados are recommended for these recipes. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.*