

Featured California Avocado Recipes

Recipes are a marketing tool often requested by California avocado trade customers – retailers and foodservice operators. In this edition of *From the Grove*, the California Avocado Commission highlights two quite different recipes created for trade customers.

The first recipe, *California Avocado and Hatch Chile Grilled Cheese*, was created for retailers to use when promoting California avocados to their shoppers. Retailers look for creative recipes with images and videos that can be promoted across several traditional and social media channels, and they tend to prefer recipes that are simple for home cooks to prepare. Last year in celebration of National Sandwich Month, Mollie Stone's Markets featured this sandwich as a fun and fresh take on a classic made with two in-season produce favorites. The retailer promoted a video of the recipe on its Facebook and Instagram channels and the recipe and photo on their website blog.

The second recipe is a foodservice recipe with a more elevated culinary approach: *Sesame Seared Ahi and California Avocado, Radish and Cucumber Salad*. The foodservice team uses recipes featuring California avocados to inspire chefs/restaurateurs with innovative applications that other professionals are using on the menu. CAC places photos and recipes with foodservice publications in support of their articles, leveraging the third-party endorsement (i.e., editors) to identify the dish as an on-trend or inspiring dish.

Featuring chef recipes in publications and on CaliforniaAvocado.com also supports chefs/restaurants with trade public relations exposure and encourages them to think of CAC as a resource. 🥑

Growers: sharing one of your family's California avocado recipes for use in marketing communications would be valuable and appreciated. Please call 949-341-1955 if you have a recipe to share.

California Avocado and Hatch Chile Grilled Cheese

Serves: 4

Time: 30 minutes

Ingredients:

- 2 large, mild Hatch green chiles*
- 8 slices rustic wheat or white bread
- 1/4 cup butter, softened
- 8 (3/4-oz.) slices Cheddar cheese
- 2 medium ripe tomatoes, thinly sliced
- 1/4 cup thinly sliced red onion
- 1 firm but ripe, Fresh California Avocados, peeled, seeded and sliced
- 1/8 tsp. salt
- Fresh basil leaves

**If Hatch chiles are out of season use fresh poblanos or canned Hatch chiles.*

Instructions:

1. Cook chiles on a grill or under the broiler until nicely charred. Wrap in foil and let stand for 5 minutes to cool and soften. Carefully remove stem and seeds and cut into 1/4-inch strips.
2. Spread 1/2 tablespoon of butter onto one side of each slice of bread. Top bread slices with one slice cheese, chiles, tomato slices, onion, avocado and salt (on the avocado) in this order, adding basil if desired. Top with remaining slices and close sandwiches.
3. Place in a very large skillet, butter side down over medium heat. Cook until the cheese is melted and sandwiches are golden brown, about 3 minutes on each side.



Sesame Seared Ahi and California Avocado, Radish and Cucumber Salad

Serves: 12

Ingredients:

- Marinated Ahi (recipe follows)
- White Balsamic Vinaigrette (recipe follows)
- California Avocado Radish Cucumber Salad (recipe follows)
- Yuzu Wasabi Aioli (recipe follows)
- 3/4 cup sweet soy sauce*
- Garnish: fresh chives, as needed
- Garnish: Toho Shokuhin Ume Goma (Sweet-tart-salty sesame seeds)

Marinated Ahi (Yield: 12 servings)

- 2 1/4 lb. ahi
- 4 1/2 oz. sesame oil

White Balsamic Vinaigrette (Yield: 3 cups)

- 6 oz. white balsamic vinegar
- 6 oz. seasoned rice wine vinegar
- 12 oz. olive oil
- Salt and pepper, to taste

Instructions:

Marinated Ahi

1. Portion ahi into 3-oz. pieces.
2. Marinate in sesame oil for 15 minutes.

White Balsamic Vinaigrette

1. Whisk together all ingredients and refrigerate.

California Avocado Radish Cucumber Salad

1. Place all ingredients in a bowl.
2. Add the White Balsamic Vinaigrette and gently stir.

Yuzu Wasabi Aioli

1. Whisk together the egg yolks and yuzu.
2. Slowly whisk in the olive oil whisking until thick.
3. Stir in the wasabi and refrigerate.

California Avocado Radish Cucumber Salad

(Yield: 12 servings of 1/2 cup each)

- 3 large Fresh California Avocados, peeled, seeded, 1/4" dice
- 2 1/4 cups radishes, cleaned, 1/4" dice
- 2 cups hot house cucumber, peeled, seeded, 1/4" dice
- 1 Tbsp. fresh chives, minced

Yuzu Wasabi Aioli (Yield 1 cup)

- 1 3/4 oz. pasteurized egg yolks
- 1 1/2 Tbsp. yuzu juice (or fresh lime juice)
- 1 1/2 tsp. prepared wasabi
- 3/4 cup olive oil



Per Order:

1. Place 1/2 cup of the California Avocado Radish Cucumber salad in a ring mold and gently press down.
2. Place the molded salad at the top center of the platter.
3. In a hot sauté pan, sear ahi then slice thinly.
4. Place the ahi down the length of the plate.
5. Drizzle 1 heaping Tbsp. Yuzu Wasabi Aioli sauce down one side of the platter.
6. Drizzle 1 Tbsp. of sweet soy sauce along the opposite side of the platter.
7. Garnish with fresh chives over the salad.
8. Garnish with seasoned sesame seeds over ahi.

*A substitute for sweet soy sauce is 3 Tbsp. brown sugar mixed with 4 1/2 oz. soy sauce.

**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. As with all fruits and vegetables, wash avocados before cutting.