

**The truth about... Hass avocados : #try one today'.**

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THE TRUTH ABOUT...

# Hass Avocados



'TRY ONE TODAY'

See inside for:  
Ripening & Preparation Tips  
Nutritional Information  
4 Hass Avocado Recipes

Hass  % cholesterol

[www.hassavocado.com](http://www.hassavocado.com)



## Ripening & Keeping Hass Avocados

- To test if a Hass Avocado is ripe, gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will be firm yet will yield to gentle pressure.
- Ripe avocados will keep for 2-3 days, store them in the fridge to prevent over-ripening.
- To accelerate the ripening process either place avocados in the fruit bowl with other fruit or, better still, put them into a paper bag with a banana or a potato. The ethylene gas released by the other fruit will stimulate the avocados to ripen more quickly.
- Keeping hard, un-ripe avocados in the fridge may cause them to never ripen.

## Preparing Hass Avocados

- To remove the stone from an avocado; cut it lengthways all the way around, working around the stone, gently twist the two halves apart. Tap the blade of a knife into the stone, twist gently to release from the flesh.
- To skin and slice the fruit, place the halves face down and peel off the skin. If the skin is too tough to peel easily, use a knife to score into peelable strips.
- To prevent avocado flesh discolouring, brush with lemon, lime or orange juice if you don't plan to eat immediately.



## The Truth About Hass Avocados

- ✓ Hass Avocados contain **0% cholesterol**
- ✓ Hass Avocados contain healthy monounsaturated fats which help to lower cholesterol and maintain a healthy heart.
- ✓ It's a common misconception that avocados are fattening. One serving (half a medium sized Hass Avocado weighing approximately 72.5g) provides **138 calories**.
- ✓ Half a medium Hass Avocado counts as one portion towards the 5 A Day target, a campaign which is supported by the World Cancer Research Fund (WCRF UK), [www.wcrf-uk.org](http://www.wcrf-uk.org).
- ✓ Hass Avocados provide one of the highest concentrations of dietary fibre of any commonly eaten fruit, per 100g.
- ✓ Hass Avocados contain more potassium than bananas, per 100g, which helps to maintain nerve and muscle functions and balance of fluids in the body. According to the Foods Standards Agency, potassium is also thought to help lower blood pressure.
- ✓ Hass Avocados are not only delicious but contain many essential vitamins, including Vitamin E, an antioxidant that plays an important role in maintaining healthy hair and skin.

Source: Stephanie French, Nutritionist, Harlequin Plus Ltd.

## Did You Know...

The avocado is a fruit, not a vegetable.

Avocados are native to Central and South America and have been cultivated in these regions since 8,000 B.C.

'Avocado' is derived from the Aztec word 'ahuacati' and is sometimes referred to as 'nature's butter', because of its creamy and smooth texture.

In ancient times American Indians called the avocado "the fruit of the Gods" and worshipped its ability to increase vitality and general well being, as well as its delicious flavour and texture.

The Guinness Book of Records claims avocados are "the most nutritious of all fruits that are commonly eaten raw".

The Aztecs used avocados as a sexual stimulant and many people still claim that the fruit is an aphrodisiac.

Many people in Chile have avocado trees in their gardens, and start the day with half a ripe avocado mashed up with salt, black pepper and a squeeze of lemon juice, spread on toast instead of butter.

Avocado plantations in Chile extend from La Serena in the north, to the small town of Peumo in the south, which covers an area that surpasses 26 thousand hectares which is approximately equivalent to 29 thousand full size football pitches.

## Avocado & Bacon Salad

### Ingredients (Serves 4)

- 2 Hass Avocados
- 8 slices bacon
- 3 spring onions, sliced
- 4 tomatoes, quartered
- 100g Stilton, crumbled (mature Cheddar, Gorgonzola or Brie)
- 120g red and green salad leaves

### *Dressing*

- 150g sour cream
- 1 garlic clove
- 2 tablespoons mayonnaise
- 1 teaspoon wholegrain mustard
- 2 tablespoons olive oil
- 1 tablespoon white wine vinegar
- 1 tablespoon lemon juice
- Sea salt and freshly ground pepper

### Method

Combine all the dressing ingredients in a bowl, whisk together well and season to taste. Grill the bacon for about 7 minutes or until very crispy, drain on kitchen paper and cut into small pieces. Quarter the avocados, remove the stones, peel and slice the avocados lengthways, then halve again width-ways.

Place the salad leaves in a large bowl. Add the bacon, avocados, cheese and spring onion, toss gently. Add half the dressing and mix together. Drizzle over the remaining dressing and serve.



## Guacamole

### Ingredients (Serves 4)

- 3 Hass Avocados, peeled, pitted and chopped
- Juice of one lemon
- 2 garlic cloves, peeled, ends removed & pressed,
- 1 small onion, peeled, ends removed & finely chopped
- 2 large tomatoes, diced
- 1 jalapeno pepper, stems removed, seeded & finely chopped
- 1 teaspoon chilli powder
- Dash of Tabasco
- 1 tablespoon olive oil (optional)
- Sea salt & freshly ground black pepper

### Method

Mash or blend the avocado in a food processor, place in a bowl with lemon juice. Add the garlic, onion, tomato, jalapeno pepper and mix thoroughly. Add the chilli powder, Tabasco, salt and pepper and olive oil, if desired.



## King Prawn & Avocado Salad

### Ingredients (Serves 4)

- 2 Hass Avocados, quartered & peeled
- 120g King prawns, cooked and peeled
- 6 tablespoons of mayonnaise
- 1 tablespoon tomato ketchup
- A shake of Worcestershire sauce
- A generous squeeze of lemon juice
- Sea salt and freshly ground black pepper
- 1 spring onion, trimmed and thinly sliced
- 1 tablespoon chopped parsley

### Method

Mix the mayonnaise, tomato ketchup and Worcestershire sauce together in a bowl. Slice each avocado quarter in half lengthways. Place the avocado in a bowl, with the king prawns, and squeeze over a little lemon juice, season and toss gently. Arrange the salad on four plates, spoon over the sauce, then scatter over the spring onion and parsley, serve.





## Chicken & Avocado Sandwich

### Ingredients (Serves 4)

- 8 slices bread, toasted (wholemeal, granary or white)
- 2 tablespoons mayonnaise
- 2 Hass Avocados, mashed
- 8 slices red onion
- 8 slices roasted chicken breast
- 8 slices bacon, cooked
- 8 lettuce leaves
- 8 slices of tomato
- Sea salt and freshly ground black pepper

### Method

Spread one side of each slice of bread evenly with mayonnaise. Spread half the number of bread slices with mashed avocado and top with red onion. Place the chicken, bacon, lettuce leaves and tomato on top, season with salt and pepper. Top with the remaining slices of bread and serve immediately.

