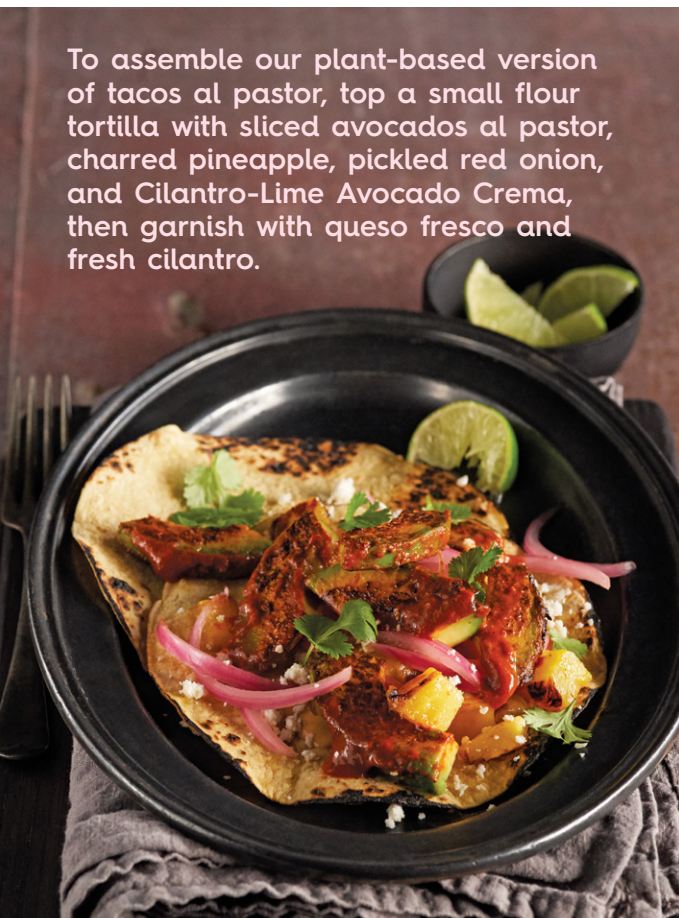


Introducing AVOCADOS AL PASTOR

Al pastor is a perfect example of modern Mexican cuisine, as it is the delicious intersection of Mexico's traditional culinary roots and Lebanese immigrant influences. Introduced to Mexico's food scene in the early 1900s, it's quickly become an icon! Typically prepared with marinated and spit-roasted pork, we've swapped marinated and grill-roasted avocados for a delicious and wholesome plant-based take on the flavorful build. And with consumers willing to pay up to \$2 more for dishes featuring fresh avocados,* this al pastor is perfect.

To assemble our plant-based version of tacos al pastor, top a small flour tortilla with sliced avocados al pastor, charred pineapple, pickled red onion, and Cilantro-Lime Avocado Crema, then garnish with queso fresco and fresh cilantro.



HOW TO MAKE AVOCADOS AL PASTOR

(Makes enough for 24 tacos)



- STEP 1 -

Prepare marinade. In a blender, combine 1 cup fresh pineapple chunks, 1/2 cup dried guajillo peppers, seeded and rehydrated; 1/4 cup each pasilla peppers (seeded and rehydrated) and chopped white onion; 5 each garlic

cloves and bay leaves; 1 cup apple juice, 1/2 cup each orange juice and white vinegar; 2 tablespoons achiote paste; 1 tablespoon each cinnamon, cumin, Mexican oregano, black pepper, and honey; 2-1/2 teaspoons salt; and 1/4 teaspoon ground cloves. Blend until smooth and pour into a large dish. Place 1-1/2 quarts of 1/4-inch sliced firm Avocados From Mexico into dish and let marinate at least 2 hours.



- STEP 2 -

In a medium skillet over high heat, heat 1/2 cup vegetable oil until it begins to smoke. Add marinated avocados to hot oil and let cook until avocados begin to brown.



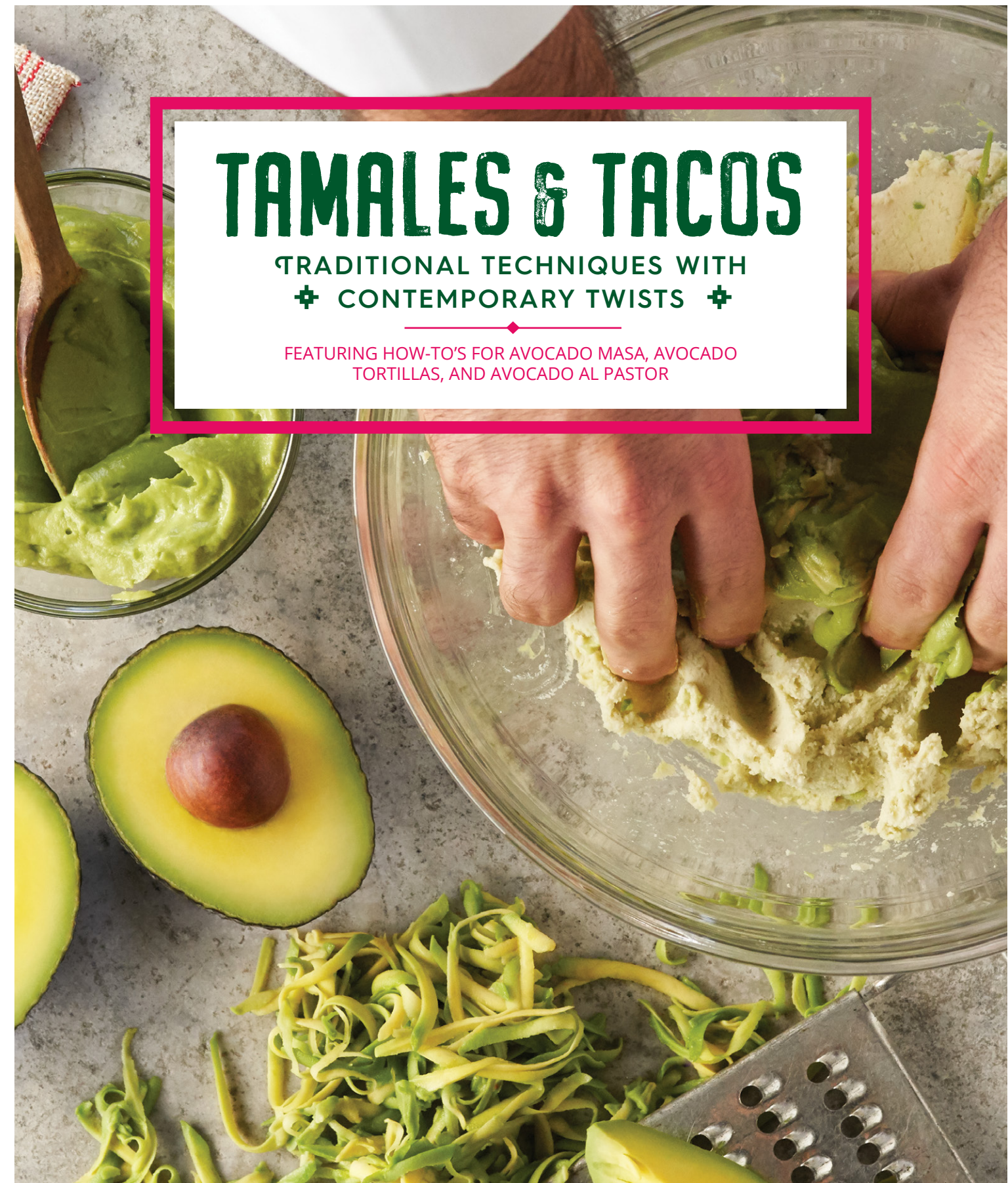
- STEP 3 -

Continue to cook avocado until caramelized and very well charred. If desired, during cooking process, add pineapple chunks to pan and toss with avocados until charred. Remove avocados, slice thinly and serve immediately.



HUNGRY FOR MORE AVO INSPIRATION?

Find these recipes and techniques at WWW.XXX.COM or browse our entire collection of recipes, handling tutorials, how-to-videos, and avocado resources.



TAMALES & TACOS

TRADITIONAL TECHNIQUES WITH
✦ CONTEMPORARY TWISTS ✦

FEATURING HOW-TO'S FOR AVOCADO MASA, AVOCADO
TORTILLAS, AND AVOCADO AL PASTOR

Avocados ^{From} Mexico

◆◆◆ ALWAYS FRESH ◆◆◆

The Flavorful Fillings are Endless with Avocado Masa!

Masa is considered the cornerstone of Mexican cuisine. Made of whole corn that has been alkalyzed, cooked, then dried into masa flour, it is blended with liquid and fat in various proportions to star in all kinds of iconic Mexican dishes. From sopas to gorditas, tostadas to tamales, masa is the base for incredible authentic flavor. And with our new masa technique that introduces the health halo and fresh factor of Avocados From Mexico, our masa is poised to deliver profit, surprise, and delight all year long.



This technique is perfect for our Avocado Green Giant Tamale—a 100% vegan take on the tamale, thanks to our lard-free Avocado Masa, savory Jackfruit Tinga filling, and delightful Avocado Chimichurri Salsa.

HOW TO MAKE AVOCADO MASA FOR TAMALES (Makes 24 tamales)



- Step 1 -

Assemble ingredients. You will need 1 pound plus 5 ounces masa harina; 2-1/2 cups warm water, 6-1/2 ounces very ripe Avocados From Mexico, mashed or puréed; 1 tablespoon each baking powder and lime juice, 2 ounces kosher salt, and 1/2 cup vegetable oil.



- Step 2 -

In a medium bowl, combine dry ingredients. Add prepared avocado, water, vegetable oil, and lime juice and mix until well combined. You can use a large wooden spoon and work by hand or a stand mixer fitted with the paddle attachment.



- Step 3 -

Continue to work and/or beat the dough until it has a soft and spreadable hummus-like texture. Cover and refrigerate masa dough for at least one hour before using.



- Step 4 -

When ready to use, remove masa from refrigerator and mix until it's a spreadable consistency, then spoon the masa into prepared corn husks and fill with desired fillings.



Knead.
Press.
Grill.
Three Steps
Is All It Takes!

AVOCADO TORTILLAS

Tortillas are not only carriers of big Mexican flavors, but also of Mexican culture. They appear as a staple in so many dishes, from snacks to sides to center-of-the-plate creations, and have helped Mexican culinary culture migrate across borders. We've incorporated fresh Avocados From Mexico into a more contemporary flour tortilla technique, making for a vibrantly green, deliciously tender carrier for dishes of all kinds. But with tacos projected to grow over 8.5% in the next four years,* give consumers the exciting variety and freshness they want with these street-taco-style tortillas from Avocados From Mexico.

*Datassential
Haiku Menu Trend
Forecasting Tool.

HOW TO MAKE AVOCADO TORTILLAS

(Makes 24 street-tacosized tortillas)



- Step 1 -

In a large bowl, combine 1-1/2 cups puréed Avocados From Mexico, 1 quart all-purpose flour, 1 teaspoon kosher salt, 2 teaspoons baking powder, and 2 tablespoons each lard and water. Combine with spoon or hands until a ball begins to form. Dump mixture onto cutting board and knead for 8 to 10 minutes until a solid ball forms. Let rest for at least 30 minutes.



- Step 2 -

Prepare tortillas by portioning dough into 1-ounce balls. Press in a parchment- or plastic-wrap-lined tortilla press. Alternatively, roll as thinly as possible between two oiled sheets of parchment or plastic wrap and use a four-inch circle cutter.



- Step 3 -

To cook, heat an unoled comal or griddle until it begins to smoke. Place tortillas on hot comal. Once they begin to puff slightly, within 10 to 15 seconds, flip tortillas and cook for another 10 to 15 seconds. Serve immediately or hold warm under a damp towel.



These tortillas are perfect for tacos of all kinds. Try our Avocado Chicken Verde Taco with Avocado-Poblano Chicken and an Avocado Red Cabbage Salad, or make a regional Mexican classic like the Veracruz-style fish taco with a decadent caper-and-olive studded guacamole.