

## **Football fans to consume 49.5 million pounds of hass avocados on Big Game Day**

The Hass Avocado Board (HAB) today announced it anticipates that football fans across the country will devour 49.5 million pounds of Hass avocados during the Big Game on February 3.

That's enough to cover Arizona's University of Phoenix Stadium football field, end zone to end zone, 19.1 feet deep in Hass avocados. Big Game Day is projected to be one of the largest Hass avocado consumption days of 2008, with an estimated 99 million Hass avocados set to be eaten by consumers.

Hass avocados are a fan favorite and a "must-have" ingredient for any Big Game Day party menu. From the classic guacamole dip, to topping off burgers, chili and nachos, avocados add a creamy and delicious flavor to a variety of Big Game Day foods.

"Football fans continue to include Hass avocados in their Big Game Day dishes every year. Snacks made with avocados have almost become synonymous with watching the Big Game," said Jose Luis Obregon, managing director for HAB. "During the Big Game Day time frame consumers always create an especially high demand for the fruit. Right now, growers and producers are working hard to harvest their fruit, so that consumers can tackle their game day hunger with Hass avocados."

The Hass Avocado Board continues to challenge consumers to go "beyond guacamole" for this year's Big Game Day party. A number of delicious Big Game Day recipes that will help you score big with your gridiron guests can be found on the Hass Avocado Board's Web site at [www.avocadocentral.com](http://www.avocadocentral.com). For a tasty twist on guacamole, fans can try serving "Super Hass Avocado Parmesan Potato Bowls." These bite-size morsels are sure to help stave off the hunger of even the biggest football fans.

Source: reuters.com