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### Hass Avocado Board teams up with chefs

By Brian Frederick

(May 5) The Mexican Hass Avocado Importer Association and ShoptoCook Inc. are teaming up to offer free recipes from popular chefs to customers.

With 899 freestanding interactive kiosks in 211 retail locations in target markets, the promotion will offer shoppers a selection of themes and recipe ideas using Hass avocados. Recipes can be printed along with a photo and a shopping list to aid home cooks in both shopping and preparation.

Spotlighting popular market-specific chefs, the recipes utilize Hass avocados in traditional or creative new ways, said company spokesman Philip Ruskin.

"This is a way to bring our relationships with chefs into a retail location," he said.

Beginning in time for Cinco de Mayo, the first recipe will be from Chef Mike Penaranda, chef at Cantina 1511, which was voted best Mexican restaurant in Charlotte by *Charlotte Magazine* in 2007.

Penaranda's recipe will be distributed at Bloom stores in Charlotte from April 15 through May 15, said company spokesman Chris Tully.

"We have chefs from Boston, Chicago, New York, D.C. and Philadelphia right now," Ruskin said. "They are all chefs who have been rated 'best-of' in some category, whether it be Mexican, Pan-Latin, or some other, by their local restaurant guides."

Some of the other chefs featured will be Chef Erwin Ramos, Ole Mexican Grill, Boston, Chef Jess Perez, Nava Restaurant, Atlanta, Chef Jose Garces, Alma, Philadelphia, and Chef Freddy Sanchez, Adobo Grill, Chicago.

[E-mail Brian Frederick](#)

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