



Have A Guac a Day For The Good of Your Heart

FORT WORTH, TX – February 17, 2011— Avocados sometimes get a bad rap for being high in fat and are often avoided when consuming fruits and vegetables. According to the Hass Avocado Commission, one ounce of Hass Avocados contains 3.5 grams of mono- and polyunsaturated fat and a half-gram of saturated fat. Unsaturated fats increase HDL or “good” cholesterol, which, according to The American Heart Association may protect against heart attacks. On the flip side, saturated fats increase LDL or “bad” fats, which build up in the artery walls that feed blood to the heart and brain.

Hass Avocados contain 20 vitamins and minerals, including vitamins B, E and K. Avocados have 60% more potassium than bananas, are high in fiber when compared to other fruits and are naturally sodium, cholesterol and gluten free.

With a fruit this beneficial, getting it into your diet any chance you get is a good idea. Many people don't like to purchase and keep on hand fresh avocados, which are expensive and are often over or under ripened. For those looking for an alternative, there is pre-made guacamole.

Top quality pre-made guacamole, like Wholly Guacamole that use HPP packaging technology instead of heat or chemicals, gives you all the benefits and taste of freshly made guacamole without preservatives and additives.

“Products called ‘guacamole dip’ may have little to no actual avocado in them. Many are full of mayonnaise, oils and preservatives,” states Tracey Altman, Vice President of Marketing for Wholly Guacamole. “Our classic guacamole is 90% avocado and 10% garlic, onion, jalapeño puree and salt to taste. Everything is all-natural and preservative and additive free. It is always kept cold and never frozen. This is why our product is found in the produce section rather than the dip and chip aisle.”

Adding the benefits of avocados and the delicious taste of guacamole to your daily diet is easy.

Breakfast - Add a tablespoon of Wholly Guacamole to your eggs for an extra energy boost.

AM Snack - Enjoy carrots with Wholly Guacamole Snack Pack to keep your brain working until lunch.

Lunch - Move over mayo! Wholly Guacamole adds more taste to any ham or turkey sandwich.

PM Snack - Tear open a Wholly Guacamole Spicy Snack Pack to fight the 3pm lulls.

Dinner- Put Wholly Guacamole on your burgers, chicken, fish and of course tacos.