

# Wholly Guacamole® Celebrates the Heart-Healthy Avocado

National Guacamole Day spotlights the health benefits and versatility of the super fruit

FORT WORTH, Texas, Sept. 16, 2011 /PRNewswire/ -- Today, consumers are more focused than ever on making healthier decisions and better nutritional choices for themselves and their families. According to the Center for Disease Control and Prevention, approximately 17 percent (12.5 million) of children and adolescents aged two-19 years in the United States are obese. With these rates on the rise, it is important to educate consumers on healthy and delicious food choices that can easily be integrated into a balanced diet. Enter the avocado – a vitamin-packed, versatile and flavorful super food.

In honor of National Guacamole Day, Wholly Guacamole, the number-one guacamole according to Nielsen, is shedding light on the value and benefits of this delicious fruit. Some little-known facts about the avocado include:

Contrary to popular misconception, like the tomato, the avocado is actually a fruit.

Avocados contain 60 percent more potassium than bananas and the highest protein content of any fruit.

Avocados have more beta carotene and folic acid than any other fruit and are an excellent source of folate and vitamin B6.

The oil and fat in avocados is heart-healthy, monounsaturated fat and may actually help lower cholesterol.

Avocados are naturally free of sodium, cholesterol and gluten – they can fit into any type of diet.

Just one avocado contains 81 mcg of lutein, an important nutrient for healthy eyes.

There are more than 500 varieties of avocado around the world. California is the second-largest producer of the fruit with more than 7,000 avocado

groves.

"National Guacamole Day is the perfect time to remind consumers of the heart-healthy benefits of the avocado and the exciting and flavorful ways the fruit can be used to spice up any meal or snack without adding bad fat," said Tracey Altman, Vice President, Marketing, Wholly Guacamole. "While it can be difficult to always have ripe avocados on hand, Wholly Guacamole's fresh, pre-made guacamole makes it easier than ever to incorporate avocado into healthy family meals and snacks."

There are many great ways to reap the health benefits of avocados than just guacamole and tortilla chips; Wholly Guacamole offers many creative and delicious ways to add the power of avocados to your diet, such as:

Spice up breakfast by adding a tablespoon of guacamole to scrambled eggs.

Cut calories and bad fat in your favorite tuna or chicken salad sandwich by swapping mayonnaise for guacamole.

Make your burgers even better by replacing fatty spreads and cheese with healthy guacamole.

Instead of nutritionally void ranch dressing, use a mixture of guacamole and heart-healthy olive oil to dress your salads.

### **About Wholly Guacamole**

Wholly Guacamole is a brand of Fresherized Foods, the largest manufacturer of pre-prepared, fresh guacamole for both retail and foodservice in the country. A global leader in food safety, quality and innovation, Fresherized Foods was the first to introduce and use Ultra High Pressure Preservation (HPP) — or Fresherization™—to create their line of Wholly products. HPP "cold pasteurization" process ensures the highest level of food safety and is an effective preservation solution in elimination of food pathogens such as Salmonella, Listeria and E. coli. For more information, visit [www.eatwholly.com](http://www.eatwholly.com).