

Tesco launches avocado spread

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They're so popular that they've recently overtaken sales of childhood fruit favourite oranges* in the UK.

Now super trendy avocado is set to gain even more fans when it is launched for the first time ever in Britain as a spread substitute for butter and margarine.

The launch, by Tesco, follows several other recent avocado food innovations made by the supermarket.

These include introducing:

- the UK's first ever prepared perfectly ripe frozen avocados
- the world's largest avocado, called Avozilla, which is five times bigger than standard variety

Tesco spreads buyer Dean Rawlinson said: *"Shoppers can't get enough of avocados which have become extremely popular on account of their great taste, versatility in food and drinks as well as for their nutritional benefits."*

"We're always looking for innovative new avocado products for customers such as the Avozilla or frozen avocado which we launched last year."

"With this, the UK's first ever avocado spread, our product developers have created a new and exciting way for shoppers to benefit from the excellent health credentials of avocados in even more ways."

In the last year demand for avocados at Tesco has grown by 40 per cent making it one of the UK's fastest growing established fruit varieties.

Avocados are also extremely popular in the form of guacamole, which is an essential part of Mexican cuisine and also as an ingredient in smoothies.

Other Tesco avocado products include: finest* Chipotle, Quinoa and Avocado Salad; Squeezy Guacamole Sauce; and even an Avocado and Oatmeal Facemask.

Also being launched this week is another great tasting, healthy spread, made with coconut oil.

Both spreads, which are dairy free, will cost £1.20 and will be available in 400 Tesco stores across the UK.

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Note to editors:

* Latest 52 week IRI retail sales data shows that the UK avocado market is now worth £150m a year while the UK orange market is worth £126m.

Tesco Avocado Spread:

- Is a source of vitamin A, D and Omega 3 fatty acids
- Is suitable for vegetarians and vegans
- Contains less saturated fat, calories and salt when compared to butter

Tesco Coconut Spread:

- Is a source of vitamin A & D & omega 3 fatty acids
- Suitable for vegetarians and vegans
- Contains less saturated fat, calories and salt when compared to butter

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