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## LGS unveils Tiny Tim's mini avocados



The company said its new range taps into the convenience trend while helping to cut food waste

**L**GS Specialty Sales (LGS) has launched a range of mini avocados for the US market.

Marketed under the Tiny Tim's label, the Mexican-grown avocados will be on sale in supermarkets from this month.

The citrus and avocado importer and distributor said the new line, stemming from the Suavo Avocado family, maintains the creamy flavour profile of the larger Hass avocados while reducing food waste with single-serving proportions.

"As we continue to respond to trends in the marketplace, Tiny Tim's mini avocados were a natural fit in our product line," said Luke Sears, president and founder of LGS.

"We know that consumers are reaching for convenience items, so we'd like to provide a healthy option that fits their needs. Tiny Tim's are an excellent on-the-go item for individuals who do not want to have to store the other half of their avocado."

LGS recently overhauled its website to incorporate its new branding, unveiled at last month's PMA Fresh Summit.

The site features descriptions of the individual product lines, growing regions, sustainability and social information. Additionally, recipe inspiration, tips on storing the fruit, usage tips, and nutritional facts can be found throughout the site.

"We take great pride in growing and sourcing the best tasting fruit and providing high-quality customer service to our consumers and trade partners. We are also proud to have an avocado program that continues to outpace category growth," Sears said.

"We hope to continue this legacy for many years to come!"