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The Avocado Show moves into Spain

The mono-product restaurant continues its European expansion in spite of Covid-19 challenges



The Avocado Show, the vegetarian restaurant chain focused on all things avocado, has opened its latest branch in Madrid.

The chain, founded by entrepreneurs Julien Zaal and Ron Simpson in 2017, serves healthy food based on sustainable avocados sourced exclusively from Nature's Pride.

Menu highlights include poke bowls; avocado fries – slices of avocado covered in panko breadcrumbs – served with truffle mayo; avocado ice cream and cheesecake and the perennial avocado on toast.

"It's been quite an adventure to open up in these challenging times in different cultures and countries, and we have been through a lot together in the past 10 months to get to where we are today: finally open," said Zaal, from the Netherlands.

"We're proud to open our first location in Spain alongside our partner for the Iberian region. This is the first of eight locations in Spain and Portugal and we couldn't be happier to build relationships with partners who constantly strengthen our proposition and customer value, even in challenging times."

The company plans to open a total of 19 franchised outlets in Spain, France, Portugal and the UK, in addition to its three existing restaurants in Amsterdam, Brussels and Madrid.

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