

Britain's favourite fresh produce magazine since 1895



By Mike Knowles

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Avo industry toasts new Michelin Guide

WAO supports Michelin Star Revelation Great Britain and Ireland with launch of Europe's first avocado beer



An exclusive image of a Michelin Star avocado rose created by Colette Dike of Fooddeco

The fact that avocados have become such a key ingredient in the world of haute cuisine may already be there on a plate for all to see, but several of the major players behind this rising fresh produce star are now ready to wow the world of fine dining by becoming the first fresh produce item to support the internationally renowned Michelin Guide.

The World Avocado Organization has come prepared, toasting its new collaboration with the launch of the first avocado beer to be brewed in Europe and enlisting the help of Europe's Young Chef of the Year for 2018, Niall Keating.

"We are extremely proud to collaborate with the Michelin Guide at this year's Michelin Star Revelation Great Britain and Ireland event," commented Xavier Equihua,

Avocado Organization, which is also sponsoring The Michelin Star Revelation, a special event at London's BFI Imax cinema to mark the publication of the 2019 edition of the Michelin Guide to Great Britain and Ireland.

"The awards have a long and rich history and this year is no different, with an incredible selection of talented chefs," Equihua added. "Many of the finest Michelin-starred restaurants are already serving stunning avocado dishes in the UK and Ireland, and we look forward to working with leading chefs to continue to inspire the British and Irish restaurant scenes."



<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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chief executive of the World

Avocados have certainly found fame and fortune in the British Isles. According to the trade body, more than 140,000 tonnes of avocados will be sold in the UK and Ireland this year 2018.

And across Europe, the story is similarly positive, with sales in the EU expected to grow by at least 15 percent per year in the next five years in what is already the world's second-largest market for imported avocados.

The London event will aim to emphasise the avocado's versatility and uniqueness. Keating, resident chef at Whatley Manor in Wiltshire, England, will explain how pleasurable and easy cooking with avocados can be, demonstrating a range of dishes that can be created at home.

Meanwhile, the WAO has also created the first ever Michelin Avocado Map, which highlights different avocado-based dishes available at restaurants across the UK.

Supporting the Michelin Guide Awards marks a momentous end to the year for the WAO. Earlier in 2018, it welcomed Spain and Colombia as producer-country members, something which has bolstered its ability to promote and increase the consumption and awareness of avocados across Europe.

The WAO was established in February 2016 as an international non-profit organisation. Based in the US, it represents the world's largest avocado producers, exporters and importers, including Columbia, Mexico, Mozambique, Peru, South Africa, Spain, Tanzania, the US and Zimbabwe.