



## AVOCADO + SWEET POTATO ADD UP TO A NEWLY NUTRITIOUS, DELICIOUS, AND VERSATILE TWIST ON THE MOTHER'S DAY MENU

Corona, CA, May 12, 2023 — Index Fresh and Bako Sweet champion the combined benefits of high-quality California-grown avocados and sweet potatoes

Moms spend their lives finding ways to fill their children with nutritious snacks and meals. This year, California-grown sweet potatoes and avocados on the Mother's Day brunch table can go a long way to returning the favor with superb flavor and nutrient-dense dishes.

Index Fresh and Bako Sweet have been collaborating to emphasize and reiterate the simple message from Mom that quality counts in food choices. Both California companies pride themselves on providing consistent quality produce to consumers and building strong relationships based on reliability and adding value. The companies are teaming up for sweet potato and avocado giveaways through Instagram @avoterra\_by\_indexfresh and @bakosweet.

"Collaborating with Country Sweet Produce and the Bako Sweet brand to raise awareness about healthy menu options is a great place to be for Index Fresh and the Avoterra brand. Both companies have a rich history in California's agriculture space, and like Index Fresh, Country Sweet Produce is dedicated to bringing healthy, top-quality produce to family dinner tables worldwide," said John Dmytriw, Index Fresh Vice President of Business Development.



In recent years, avocados have become a global icon and consumer favorite with U.S. consumption doubling over the past 10 years. Not to be outdone, sweet potatoes are on the rise with 33 percent of households reporting purchasing them in the last year, and home cooks have gravitated toward air-fried sweet potatoes as an easy and tasty meal.



"Avocados from Index Fresh and sweet potatoes from the Bako Sweet family are a great way to guarantee quality ingredients and thoughtfulness for mom. A major perk for menu-building with avocados and sweet potatoes is the compatibility of these nutritional powerhouses that are Whole 30 and Keto friendly, low-carb options, and special requirements for any health-conscious Mother's Day guests," said Sofia Castellanos, Director of Marketing and Advertising for Index Fresh.

California avocados are in season now so show that special someone how much you care this Mother's Day. Bako Sweet grows its sweet potatoes in "California's Sweet Spot" on the family farm in Bakersfield, an area known for having some of the best soils in the world.

"We are able to provide retailers with consistent, fresh, and quality sweet potatoes year-round!" said Alexandra Molumby, Director of Marketing for Bako Sweet. "We love the newfound consumer-driven trend to pair crispy toasted sweet potato with creamy avocado. It's a crowd-pleaser and bends to both sweet and savory flavor profiles for ultimate versatility."



Both California sweet potatoes and avocados are rich in potassium and important vitamins while being low in the glycemic index and high in fiber. Both are indicated as positive contributors to heart health and an overall healthy diet and lifestyle.

### Nutritional Profile

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FOR IMMEDIATE RELEASE

#### Avocados

- Source of vitamins C, E, and K.
- Rich in potassium
- Source of fiber
- Source of healthy fats
- Source of antioxidants

#### Sweet Potatoes

- Rich in potassium
- Contain 398% Vitamin A of your recommended Daily Value
- Contain twice the fiber of a normal potato
- Low on the glycemic index

#### Trending Recipes

- [Sweet potato and avocado toast](#): Toast sweet potatoes in a toaster oven until crisp and top with mashed avocado, salt, pepper, and any other desired toppings.
- [Spicy sweet potato and avocado tacos](#): Toss together cooked sweet potato, chopped avocado, spices and black beans. Add toppings of choice.
- Sweet potato and avocado quesadillas: Spread mashed sweet potato on tortillas, then add cheese and grill until golden brown and the cheese is melted. Top with mashed avocado.
- Sweet potato and avocado fries: Cut sweet potatoes into fries and toss with olive oil, salt, pepper, and your favorite seasonings. Bake or air-fry until crispy. Serve with a dipping sauce.

#### ABOUT INDEX FRESH

Index Fresh is a global marketer of avocados, sourcing from all major growing regions around the world, including California, Mexico, Peru, Chile, and Colombia. Index Fresh continues to be a leader in the industry through its dedication to quality, consistency, and innovation and has earned its reputation for its great product and integrity with an unwavering commitment to honesty, hard work, and providing outstanding results to their partners – growers and trade alike. Headquartered in California, the company has a network for distribution both domestically and abroad providing a solid foundation for scalable long-term growth for years to come.

#### ABOUT BAKO SWEET

Since 1944, the Bako Sweet family has been growing sweet potatoes in the country's richest soil in Bakersfield, California, also known as "California's Sweet Spot." This land produces some of the best-tasting sweet potatoes on the market. Over the years, Bako Sweet has perfected the growing and harvesting process to ensure the highest quality and consistently-sized sweet potatoes. Today, Bako Sweet focuses on providing the largest variety of value-added, conveniently packaged sweet potatoes.



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