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Avocados Australia announces Australia's Best Avo Toast Competition 2022

Avocados Australia have announced the 2022 "Australia's Best Avo Toast" Competition – aiming to find the best avocado on toast being served in Australian food service this year. This year's overall winner can win a public relations package promoting their venue in their city or state valued at \$2,000.



The competition, which is in its first year, will celebrate how avocado toast has become an Australian icon in the lead up to National Avocado Day on 31 July. Cafes and restaurants all over Australia are encouraged to participate – and promote their variations of sliced, diced and smashed avocado on toasts of all descriptions.

Finalists and an overall winner will be chosen in July with industry judges set to visit and taste test competition entries. The overall winner will receive the \$2,000 public relations package, as well as physical and digital awards to promote their win to their customers. Finalists will also receive a physical and digital award noting their selection as national finalists.

Avocados Australia's CEO John Tyas is eager to see what entries the competition might attract.

"We know that an avocado on toast menu option is a very popular choice for Australians for breakfasts and brunches – and it's a popular choice from a food service business perspective too. We are seeing so many variations of how avocado is served with different toppings and different breads and can't wait to see all the competition entries," said Mr Tyas.

To enter the competition cafes or restaurants need to submit a description of their avocado on toast menu item, along with photos of it plated up. The deadline for entries is 30 June. The winning café item will be announced on Wednesday 27 July. Full information can be found on the website: <https://avocado.org.au/public-articles/australias-best-avo-toast/>

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About Avocados Australia – www.avocado.org.au

Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia is a not-for-profit member-based organisation and our members include avocado growers, associated businesses and industry people. Avocados Australia seeks to work with all parts of the chain, from production through to the consumer. By working together, we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.