

# Avocado that does not brown for 10 days

Australian company launches new avocado products at HK Trade Show 7-10 May

MEDIA RELEASE: For immediate release 7.5.19

Queensland company launches no-browning (for 10 days) avocado products to international market at Hong Kong tradeshow

HOFEX – Asia's Leading Food & Hospitality Tradeshow, Hong Kong (May 7-10)

Naturo All Natural Technologies (Sunshine Coast, Queensland, Australia):

After developing its world-first, patented 'no browning' Natavo Zero™ avocado processing technology, Naturo All Natural Technologies will officially launch its full range of sliced, diced and smashed avocado products for the food service industry at Asia's leading Food and Hospitality Trade Show, HOFEX, in Hong Kong, May 7-10.

Marketed as Natavo™ Natural Avocado, the 100% natural avocado products will not brown for up to 10 days when refrigerated (even when the packaging has been opened) and two years when frozen and unopened.

The products are a game changer for the avocado and food service industries due to the opportunity to use fresh, natural avocado in pre-prepared salads, sandwiches, sushi and ready meals which has been impossible in the past. Natavo™ Natural Avocado is already being sold in Australia, New Zealand, Thailand, Singapore, Hong Kong, Philippines and France.

Naturo Director, Ross Harris explains,

"The global avocado trade is valued at AUD \$18 billion\* or approximately 5.5 million tonnes (2018), however due to the seasonality, fragility and quick-browning nature of the fruit it has been a challenging ingredient for the food service industry to use. To date, there's been a lot of guess work, high wastage and expense.

"Our technology has changed all that as we switch off the enzyme which causes avocado to go brown, while still preserving its texture and taste.

"It's now possible for the food service industry to access large quantities of perfectly ripe, ready-to-use, 100% pure natural avocado, with no additives or preservatives all year round."

Natavo™ Natural Avocado benefits:

100% all-natural avocado

Does not go brown for up to 10 days when refrigerated (even when packaging is opened)

Two years frozen shelf life from pack date (when unopened)

1kg – 5kg packets and single serve portions of chunks and smashed avocado

No more guess work or waste

Retains fresh avocado taste and texture

Proven pathogen kill step

Always ripe, consistent and ready to use

Manufactured in a BRC AA grade facility

Proven and safe technology first developed in 2016

See Natavo™ Natural Avocado at HOFEX

A&W Foodservice stand - Booth No. 5F-300.

7-10 May 2019, Hong Kong Convention and Exhibition Centre

Enquiries can be directed to Naturo All Natural Technologies in Australia

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\*Persistence Market Research and The Packer and FAO 2016:

For further information, interviews or additional images please contact:

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AVOCADO IMAGES CAN BE DOWNLOADED AT: <https://www.dropbox.com/sh/7n1r36i4ln3mwvf/AAAaZ11OBjgqi1wHh3H9dfASa?dl=0>

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