

A top-down view of four avocado toasts on a wooden cutting board. Each toast is topped with sliced avocado, cherry tomatoes, and fresh basil leaves, garnished with black sesame seeds. The background is a light-colored surface with scattered tomatoes, basil, and a lemon half.

SRG

AVOCADOS FROM MEXICO

Fresh vs. Processed Taste Test – Full Report

NOVEMBER 2020

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BACKGROUND, OBJECTIVES & METHODOLOGY

PROJECT OVERVIEW – FROM THE PLAN

AFM will conduct a quantitative taste test, with a qualitative follow-up component, with consumers at a facility where they will be asked to perform blind evaluations on fresh and processed avocado products (up to four products tested).

PRODUCT EVALUATION:

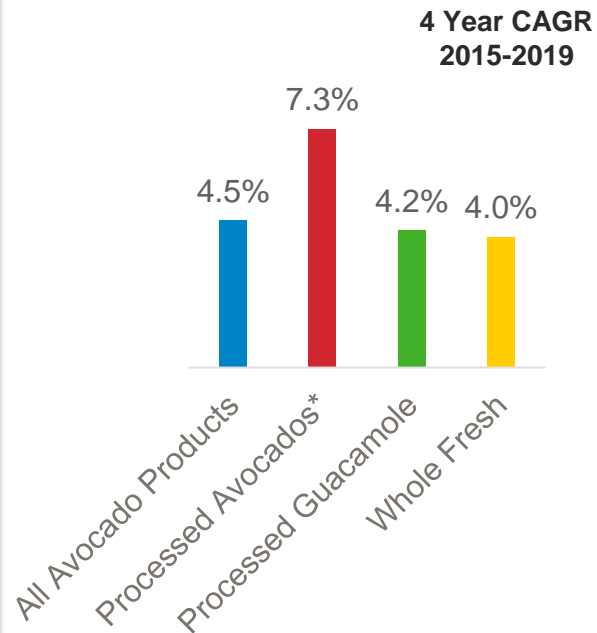
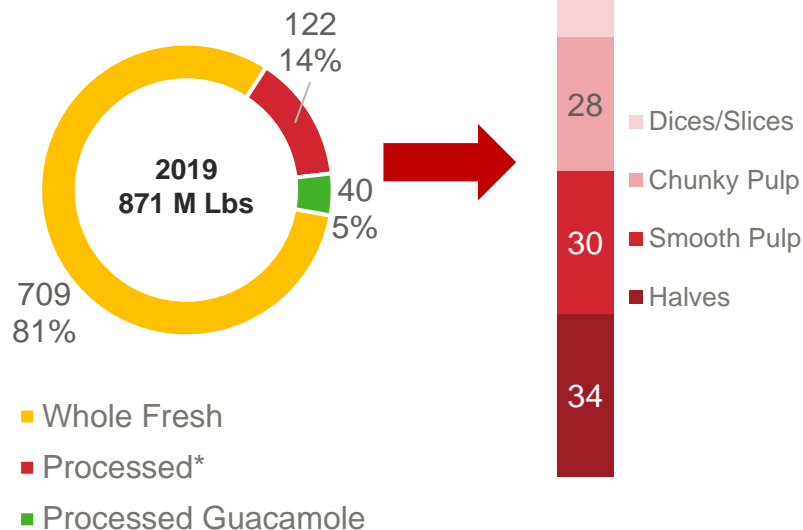
- Color/Visual Appeal
- Taste
- Texture
- Preference

Initial thoughts on where we'd leverage this data:

- Create a compelling **case study for operators** around consumer preference
- Create a **sell sheet to encourage operator participation** in Fresh Seal program
- Landing page that highlights key stats, **used as a selling tool for potential new partners**
- Develop **B2B online education module**, integrate into Avo U



AVOCADOS IN FOODSERVICE: FRESH VS. PROCESSED



*Halves, pulp, dices/slices



QSR & FAST CASUAL DRIVE CONSIDERABLE VOLUME FOR AVOCADOS

AVOCADO / GUACAMOLE CONSUMPTION BY COHORT BY RESTAURANT SEGMENT

	FS & RETAIL 18-34 (HH2+)	FS & RETAIL 35-44 (HH3+)	FS & RETAIL 45-54 (HH3+)	FS & RETAIL 55-65+ (HH2+)
	(244)	(226)	(139)	(200)
FAST FOOD	33%	19%	21%	18%
FAST CASUAL	66%	56%	64%	46%
CASUAL DINING	54%	55%	56%	55%
CONCESSIONS	7%	2%	2%	4%
OTHER FS/ RESTAURANTS	10%	10%	9%	18%



DIVIDE BETWEEN LARGE AND SMALL

Restaurant chains feast while local eateries fast

Large operators have more capital, more leverage on lease terms, more space, more geographical flexibility and experience with drive-thru's and delivery

Heavy focus on SKU rationalization, back to core items

THE WALL STREET JOURNAL.

LIFE & ARTS | FOOD & DRINK

Is This the Future of Dining?

In a swiftly shifting restaurant landscape, chefs and restaurateurs are thinking outside the takeout box and finding ways to send a true sense of occasion, connection and hospitality to diners at home



FOODSERVICE INDUSTRY FORECAST: RESTAURANT + BARS

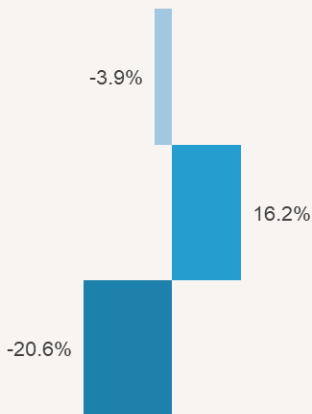
Fast-food/QSR performance is buoyed primarily by pizza and chicken, and only modest declines within the hamburger and Mexican segments. This sector is expected to experience full recovery by the end of 2021 based on the two-year positive CAGR.

Fast casual is underperforming QSR as many units are found in downtown, urban areas impacted by work-at-home rules in place at many businesses.

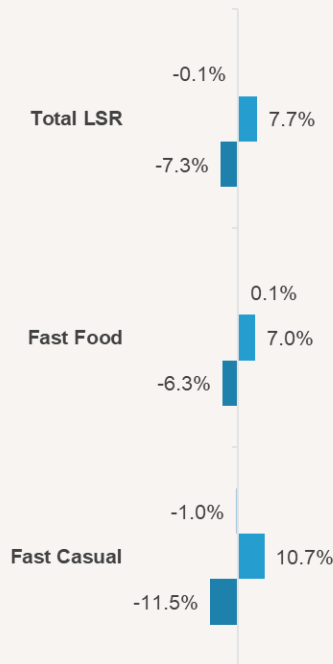
All FSRs have been hit with dine-in closures. Casual dining, however, has survived by a quick pivot toward off-premise.

Source: Technomic, Inc., August 2020

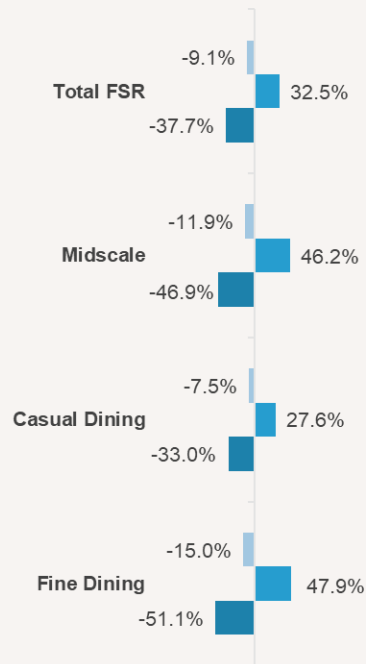
TOTAL RESTAURANTS & BARS



LIMITED-SERVICE RESTAURANTS



FULL-SERVICE RESTAURANTS



■ 2019-2021 CAGR ■ 2020-2021 ■ 2019-2020

FRESH VS. PROCESSED TASTE TEST OBJECTIVES

Chefs face multiple operational challenges to execute and deliver fresh avocado and guacamole applications, yet that is what consumers want. Processed solutions are getting closer to the “real avocado” experience, helping to solve those operational challenges.

The business objective of this research is to provide empirical evidence to convince operators that fresh avocado is significantly preferred by consumers (patrons).

To accomplish this objective, a consumer taste test was conducted to determine preference between fresh vs. processed avocado pulp and guacamole:

- Avocado pulp: fresh vs. processed
- Guacamole: fresh (Guacamole A) vs. processed (Guacamole B) vs. processed (Guacamole C)



METHODOLOGY & SAMPLE

RECRUITING

- Consumers 18-54 who are restaurant patrons who visit frequently or often (in person, pick-up or delivery).
- Acceptors of avocados and/or guacamole.
- Sample split by gender and a mix of generational cohorts (Young Adults, Millennials, Gen X and Boomers).

CONSUMER EXPERIENCE

- Consumers are COVID-screened during recruiting and on-site.
- Consumers are seated individually (and social distanced) at a sensory controlled tasting station.
- After being served a product sample by testing staff, consumers evaluate the samples and answer questions.
- Consumers will be instructed to drink water between samples to cleanse their palate.

NATIONAL SAMPLING PLAN					
STUDY DESIGN	TOTAL	DALLAS 9/22-9/23	SANTA ANA, CA 10/9-10/10	CHICAGO, IL 10/9-10/10	WHITE PLAINS, NY 10/9-10/10
QUANTITATIVE TEST DESIGN (Sequential Monadic) <ul style="list-style-type: none"> • Avocado Pulp: Fresh (A) vs Processed (B) • Guacamole: Fresh (A) vs Processed (B) vs. Processed (C) 	372	106	84	87	95
QUALITATIVE EXIT INTERVIEWS (Optional) 10 in Dallas & Chicago; 5 in Santa Ana & White Plains (Total of N=30)	30	10	5	10	5

PRODUCTS USED IN SENSORY TASTE TEST



AVOCADO PULP: FRESH VS. PULP PROCESSED

- Processed Pulp with Salt
- Fresh Mexican Pulp with Salt

Avo Pulp A (Fresh)



Avo Pulp B (Processed)



GUACAMOLE: GUACAMOLE A (Fresh) VS. GUACAMOLE B (Processed) VS. GUACAMOLE C (Processed)

- AFM Gold Standard Recipe
- White onion, fresh jalapeno, cilantro, fresh lime juice and salt added to both Fresh & Processed samples.

Guac A (Fresh)



Guac B (Proc)



Guac C (Proc)



TASTE TEST FLOW & KEY QUESTIONS

Avocado Pulp



1 Fresh Avocado Pulp

3 Processed Avocado Pulp

Consumers rate:
Appearance
Color
Likeability
Flavor
Purchase Intent
Texture
Creaminess

Consumers rate:
Appearance
Color
Likeability
Flavor
Purchase Intent
Texture
Creaminess

2 Fresh Avocado Pulp on Toast

4 Processed Avocado Pulp on Toast

Consumers rate:
Likeability
Balance of Flavor
Avocado Flavor
Texture

Consumers rate:
Likeability
Balance of Flavor
Avocado Flavor
Texture

Preference – Which of the two do you prefer:
Fresh vs. Processed

Why do you prefer that sample?

Guacamole



1 Guacamole A (Fresh)

3 Guacamole B (Processed)

5 Guacamole C (Processed)

Consumers rate:
Appearance
Color
Likeability
Flavor
Purchase Intent
Texture
Chunkiness/
Smoothness
Creaminess

Consumers rate:
Appearance
Color
Likeability
Flavor
Purchase Intent
Texture
Chunkiness/
Smoothness
Creaminess

Consumers rate:
Appearance
Color
Likeability
Flavor
Purchase Intent
Texture
Chunkiness/
Smoothness
Creaminess

2 Guacamole A on chip (Fresh)

4 Guacamole B on chip (Processed)

6 Guacamole C on chip (Processed)

Consumers rate:
Likeability
Balance of Flavor
Avocado Flavor
Texture
Saltiness
Sweetness
Onion Flavor

Consumers rate:
Likeability
Balance of Flavor
Avocado Flavor
Texture
Saltiness
Sweetness
Onion Flavor
Creaminess

Consumers rate:
Likeability
Balance of Flavor
Avocado Flavor
Texture
Saltiness
Sweetness
Onion Flavor
Creaminess

Preference – Which of the three do you prefer:
Fresh vs. Processed 1 vs. Processed 2

Why do you prefer that sample?

The image shows three avocado halves arranged on a light-colored, textured fabric. Each half is filled with a fresh salad consisting of diced red tomatoes, halved strawberries, crumbled white feta cheese, and fresh green herbs like cilantro and mint. The avocado flesh is a vibrant green, and the salad ingredients are brightly colored, creating a visually appealing contrast. A white rectangular box with a thin black border is superimposed over the center of the image, containing the text "KEY FINDINGS" in bold, black, uppercase letters.

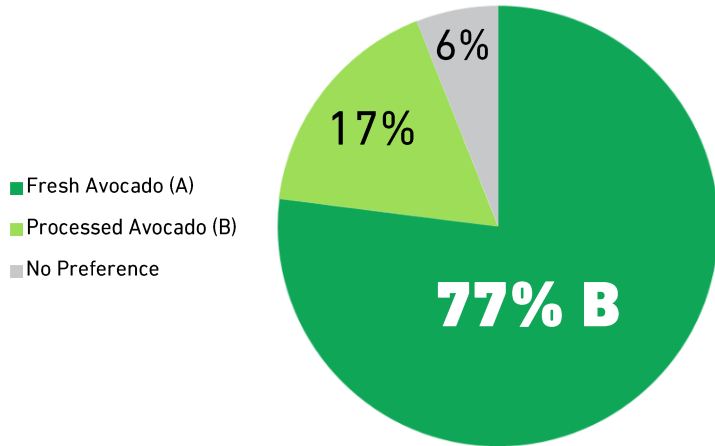
KEY FINDINGS

PRODUCT PREFERENCE – KEY DECISION CRITERIA

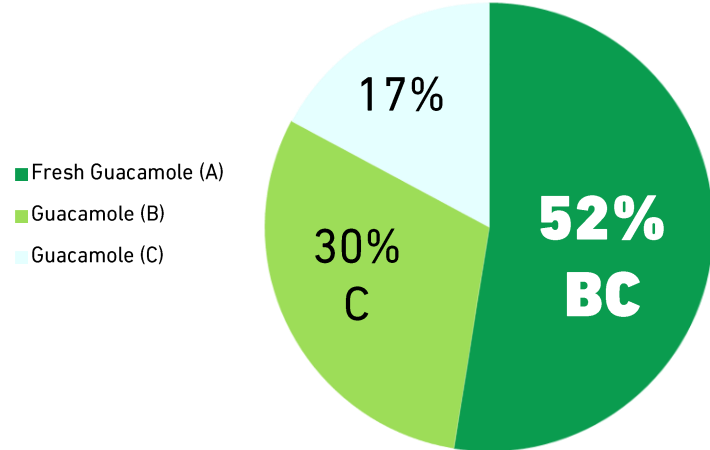
Consumers significantly prefer fresh for both avocado pulp and guacamole.

- 77% consumers prefer fresh pulp and 52% prefer fresh guac to processed.

Avocado Pulp Preference



Guacamole Preference



Q17. We would like you to think about the two plates of AVOCADO that you just tasted for us. Please think of each plate of AVOCADO alone and with TOAST as one sample. Now that you have tried both samples of AVOCADO, which of the two samples did you prefer OVERALL? (n=372)

Q39. We would like you to think about the three plates of GUACAMOLE that you just tasted for us. Please think of each plate of GUACAMOLE alone and with TORTILLA CHIPS as one sample. Now that you have tried all three samples of GUACAMOLE, which of the samples did you like the most? (n=372)



AVOCADO PULP SUMMARY

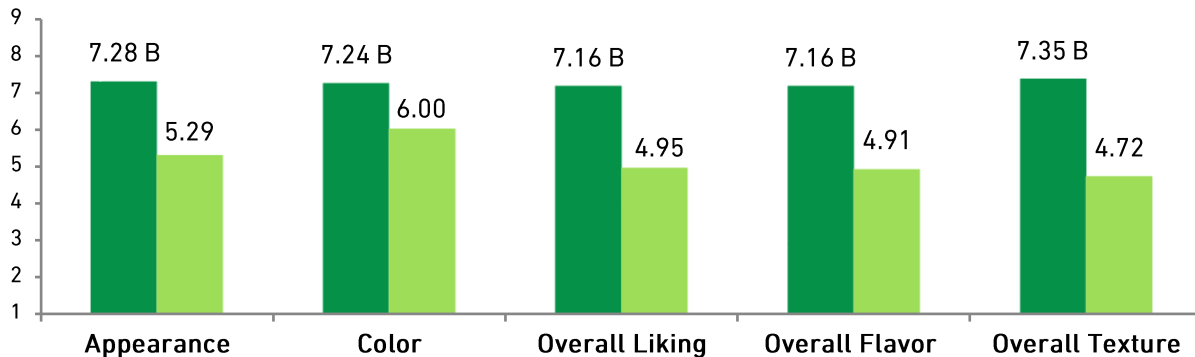
Fresh pulp clearly outperforms processed pulp: overall liking, texture, flavor, appearance and color.

- **Texture is the largest differentiator between fresh and processed**, while **color has the smallest gap**.

Attribute Ratings

(Means)

■ Fresh (A) ■ Processed (B)



Difference between
Fresh vs. Processed

+1.99

+1.24

+2.21

+2.25

+2.63

"This one looked and tasted like real avocado rather than something artificial. I liked that it had a balance of smooth and chunky parts and was thick." – preferred fresh pulp

"It has lighter and darker shades of green and the texture was more appetizing to chew because of the chunks of avocado incorporated throughout." – preferred fresh pulp

I love everything about this avocado. It has the right amount of chunkiness and the natural flavor of avocado really shines. – preferred fresh pulp



GUACAMOLE SUMMARY

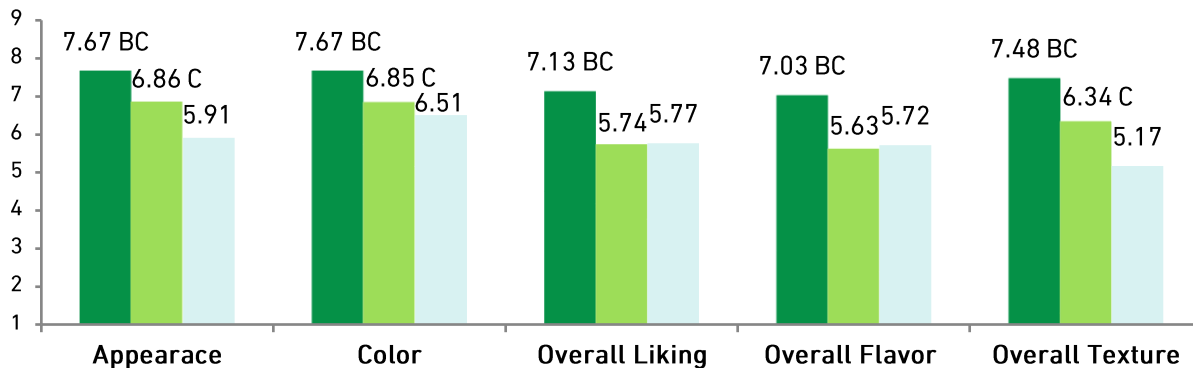
Fresh guacamole clearly outperforms processed guac: overall liking, texture, flavor, appearance and color.

- Again, when looking at the means, **texture was the largest differentiator between fresh and processed guac**, appearance and flavor follow.

Attribute Ratings

(Means)

■ Fresh Guacamole (A) ■ Guacamole (B) ■ Guacamole (C)



Difference between
Fresh vs. Guac (B)

+0.81

+0.91

+1.39

+1.40

+1.14

Difference between
Fresh vs. Guac (C)

+1.76

+1.25

+1.36

+1.31

+2.31

"It tasted authentic and homemade. Guacamole seems too artificial when it is completely smooth and lacks tomatoes, onion or cilantro. It had the right amount of sweetness and saltiness paired with chunks of avocado that gave it good texture and flavor. The lime flavor was also just right." – preferred fresh guacamole

"I loved the color the taste was amazing (perfect balance of seasonings and not too salty) the texture was nice and chunky yet creamy at the same time." – preferred fresh guacamole

SUMMARY OF PULP AND GUACAMOLE TEXTURE RATINGS

Texture is the attribute that most differentiates fresh and processed samples.

- Fresh pulp earns its highest rating on texture, while processed pulp earns its lowest. Consumers severely penalize the processed pulp sample using “JAR” diagnostics (fresh received no penalties).
- Fresh guacamole also outperforms its processed competitors on texture. Both Guacamole B and Guacamole C receive texture penalties, with Guacamole C's being severe (fresh received no penalties).

Avocado Pulp “Just About Right” (JAR) Texture Diagnostics



Just About Right Diagnostics		Fresh Avocado	Processed Avocado
Overall Texture- Plain	Too Firm	10% B	2%
	Just About Right	81% B	34%
	Too Soft	9%	64% A
Creaminess- Plain	Too Grainy	11% B	2%
	Just About Right	81% B	39%
	Too Smooth	8%	58% A
Overall Texture- With Toast	Too Firm	8% B	2%
	Just About Right	80% B	34%
	Too Soft	12%	64% A

Guacamole “Just About Right” (JAR) Texture Diagnostics



Just About Right Diagnostics		Guacamole A	Guacamole B	Guacamole C
Overall Texture- Plain	Too Firm	12% BC	7% C	4%
	Just About Right	84% BC	58% C	36%
	Too Soft	4%	35% A	60% AB
Smoothness/ Chunkiness- Plain	Too Chunky	19% BC	11% C	3%
	Just About Right	78% BC	50% C	31%
	Too Smooth	3%	39% A	65% AB
Creaminess- Plain	Too Grainy	13% BC	9% C	2%
	Just About Right	83% BC	63% C	46%
	Too Smooth	4%	28% A	52% AB
Smoothness/ Chunkiness- With Chips	Too Chunky	16% BC	9% C	2%
	Just About Right	80% BC	57% C	33%
	Too Smooth	4%	34% A	64% AB

Severe Penalty

Moderate Penalty

KEY FINDINGS & IMPLICATIONS – FRESH IS BEST

KEY FINDINGS

Consumers can indeed tell the difference between fresh and processed avocado products. They **overwhelmingly prefer the fresh product** and rate it higher than the processed ones on every metric.

Fresh ingredients demonstrate to consumers that **the restaurant values and cares about them and the quality of their food and ingredients.** Consumers stated that a fresh, delicious avocado dish can set a positive tone for their whole dining experience.

&

IMPLICATIONS

It's beneficial for restaurants to invest in using fresh avocados, particularly if their menu includes key items featuring avocado.

Using fresh ingredients is a way for restaurants to please their customers and maintain and protect their business. **It is a worthwhile investment for restaurants to educate their kitchen staff on correctly selecting, using, and preparing fresh avocado dishes.**

KEY FINDINGS & IMPLICATIONS – WHAT GIVES FRESH AN ADVANTAGE

KEY FINDINGS

Texture is a strong differentiator between the fresh and processed products. The processed pulp and guacamole received severe penalties for being too smooth and too soft. It is an important attribute that earns the fresh samples their highest ratings, and the processed their lowest.

Color and overall appearance are important to consumers when evaluating an avocado, as it is their first impression. **An avocado with a variety of green is seen as ideal.** Consumers are forgiving of some browning, but strongly disliked the uniform bright green of the processed samples.

&

IMPLICATIONS

The chunkiness of fresh avocado is favorable and signals to consumers they are eating a **fresh product**. Consumers are doubtful a processed product can replicate texture, giving foodservice operators a strong argument to menu fresh avocado.

While processed samples can somewhat compete with fresh on color, shades of green in a fresh sample are well-liked and not easily replicated.

KEY FINDINGS & IMPLICATIONS – IMPLICATIONS FOR FOODSERVICE OPERATORS

KEY FINDINGS

Consumers are unfamiliar with the term “processed avocado.” **Processed is tolerated at fast food** restaurants, but when fresh is used consumers are impressed. They think highly of restaurants that take the time to incorporate fresh ingredients.

Generally there is not much concern from patrons with including avocado in a delivery order. **Consumers are generally taking precautions to keep their avocado items fresh by ordering it on the side or quickly consuming it.** If it does brown before consumption, they do not blame the restaurant.

&

IMPLICATIONS

Items that “hero” avocado should be prioritized to use fresh, as patrons can tell the difference.

As delivery/take out becomes more prevalent due to the ongoing COVID-19 pandemic, this underscores an **opportunity for foodservice operators to offer fresh avocado because consumers are forgiving if the product slightly oxidizes before consumption.** In fact, they are more forgiving of this than they are of perceived unnatural color and texture.

A close-up photograph of two halves of a ripe avocado resting on a light-colored wooden cutting board. The avocado halves are cut lengthwise, revealing the green flesh and the dark, textured pit. A black-handled knife lies horizontally behind the avocado halves. The background is a blurred kitchen setting with light blue cabinetry. A white rectangular box with a thin black border is superimposed over the center of the image, containing the text "TASTE TEST DATA DEEP DIVE" in bold, white, uppercase letters.

TASTE TEST DATA DEEP DIVE



FRESH IS BEST: OVERALL PERCEPTIONS & PREFERENCES

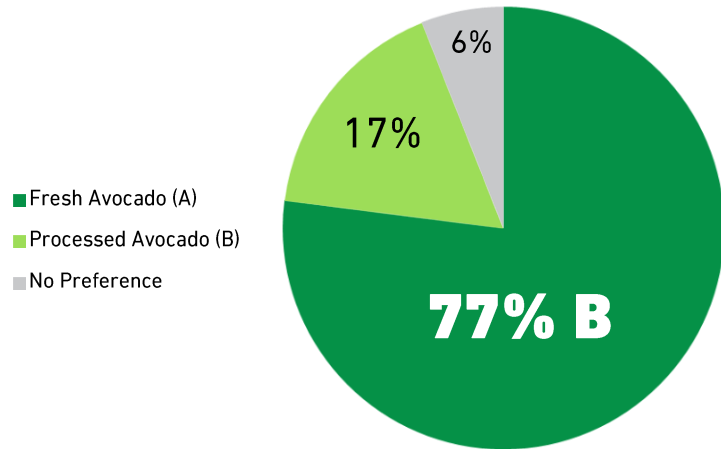




PRODUCT PREFERENCE – AVOCADO PULP

There is a clear preference for fresh avocado pulp as nearly four in five consumers prefer it to processed. Reasons for favoring fresh pulp include its appearance and texture. Those who prefer the processed pulp liked the smoother texture.

Avocado Pulp Preference



PREFERRED AVOCADO PULP VERBATIMS

"The sample tasted much fresher than the other sample. Once it was tasted on bread it was even better. It had the perfect amount of salt . I could definitely eat this avocado sample on its own without bread or chips." – preferred fresh pulp

"Visually the second sample looked less processed and more like what I might have made at home. The chunks of non-mashed avocado helped make the 2nd [fresh] sample look less processed as well. Though I believe the second sample could have used a little more salt it had a better overall impression on me and the taste as a whole tasted fresher and more natural." – preferred fresh pulp

"I prefer the creaminess over the chunky pieces of avocado. Smoother taste is my preference." – preferred processed pulp

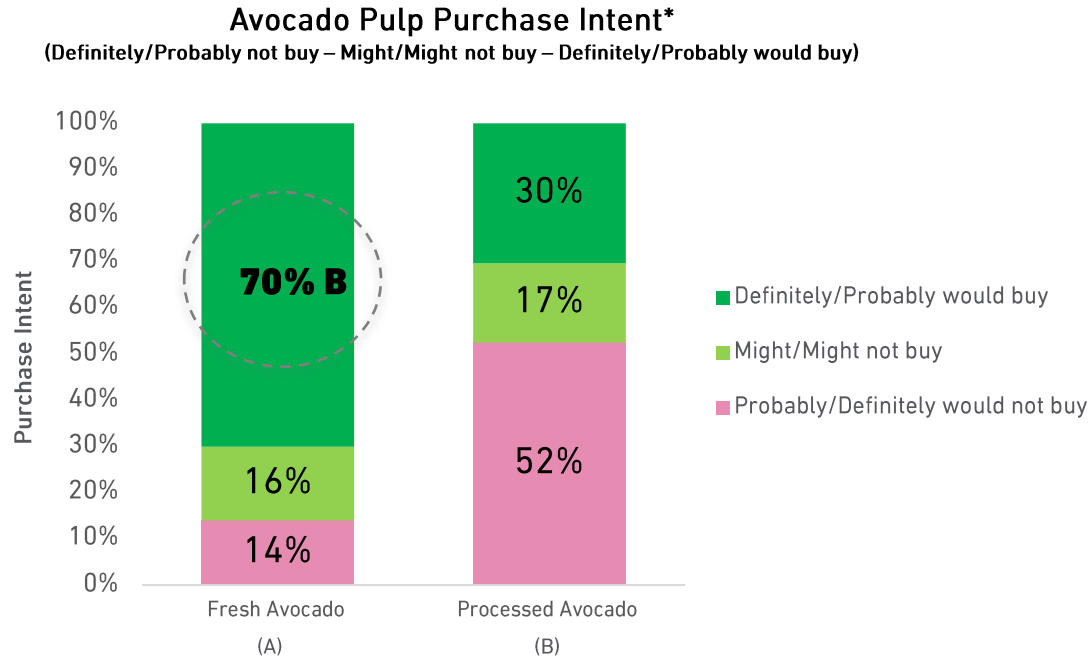
Q17. We would like you to think about the two plates of AVOCADO that you just tasted for us. Please think of each plate of AVOCADO alone and with TOAST as one sample. Now that you have tried both samples of AVOCADO which of the two samples did you prefer OVERALL? (n=372)

Q18. Why do you prefer that sample? (PLEASE BE SPECIFIC) (n=372)



PURCHASE INTENT– AVOCADO PULP

Seven in ten consumers say they would purchase fresh pulp compared to three in ten who say the same for processed.



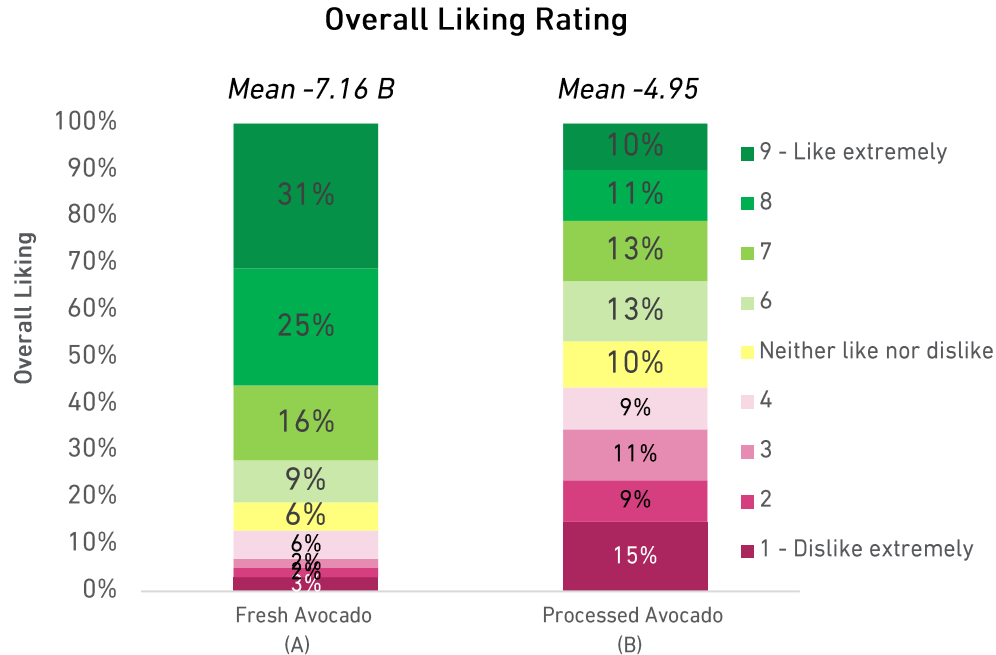
Q6. How likely would you be to ORDER THIS AVOCADO ON TOAST OR AS A TOPPING FOR A DISH AT A RESTAURANT if it was available where you typically purchase AVOCADO? (Scale: 5-point scale, n=372)

*Purchase intent was asked without context to menu item, product, or price



OVERALL LIKING – AVOCADO PULP

Consumers like the fresh avocado pulp more than they do the processed. Chunkiness and bright color stand out as reasons for their higher ratings.



FRESH AVOCADO VERBATIMS

"I personally like a little chunkiness in avocado. I like the color variation and texture variation." – 8 overall liking rating

"I liked the color and brightness. I also liked the fact you can see the avocado." – 7 overall liking rating

"It looked old and like it was laying around. The coloring and taste was not pleasant at all. I would not buy this or suggest it to be sold to anyone." – 1 overall liking rating

PROCESSED AVOCADO VERBATIMS

"I like that it feels smooth in my mouth and the appearance as well." – 7 overall liking rating

"The color is what I dislike most about this avocado and there is also an unpleasant after taste." – 3 overall liking rating

"Tastes fake, artificial." – 1 overall liking rating



WHAT WE HEARD IN EXIT INTERVIEWS - AVOCADO PULP PREFERENCE

- Easy for respondents to tell the difference between the two samples.
- Like the quantitative taste tests, more positive feedback about the fresh sample than the processed
- Some consumers had never eaten avocado pulp on its own, plain or with toast

	Appearance/color	Flavor	Texture
Fresh	<ul style="list-style-type: none"> • Variation of green colors • Visible chunks of avocado 	<ul style="list-style-type: none"> • Balanced - how consumers expected a fresh avocado to taste 	<ul style="list-style-type: none"> • Perfect chunkiness to it, yet met the desired creamy texture
Processed	<ul style="list-style-type: none"> • One solid color green (unnatural) • Looked like pureed peas or baby food 	<ul style="list-style-type: none"> • Left an acidic aftertaste (tasted chemical) • Described as bitter, artificial 	<ul style="list-style-type: none"> • Described as smooth/blended

"It looked like it was just cut up." - preferred fresh pulp

"Very fresh, good color, great texture. Taste is what I expected." - preferred fresh pulp

"I prepare avocado at home a lot and it looked just like it does when I prep at home, Color - greener towards edges, lighter in the center. I could see different colors in first." preferred fresh pulp

"The avocado chunks played a big part. The first option [processed] was too smooth. The second's [fresh pulp] flavor was there and was more balanced for me. It was chunky. Also the salt was perfect." - preferred fresh pulp

"Color was similar. My avocados, that I buy, always seem yellower, store bought always more green." - preferred processed pulp

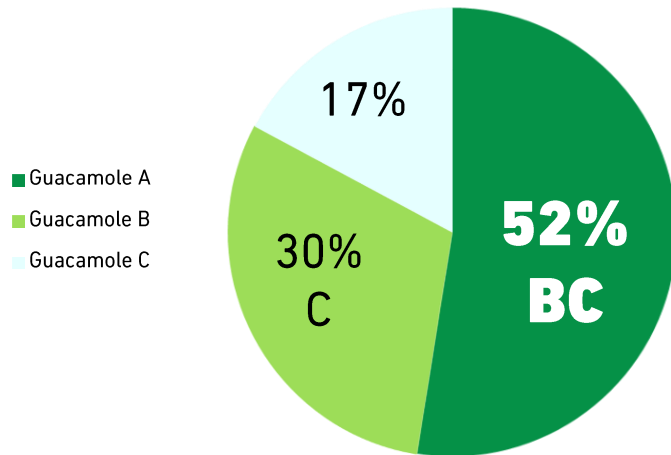
"[Samples] were more similar than not. I like them both. Would not turn down because there is little different colors. Both were pretty smooth." - preferred processed pulp



PRODUCT PREFERENCE – GUACAMOLE

A majority of consumers prefer the fresh guacamole to the processed samples. Those who preferred the fresh describe it as authentic, homemade, and balanced.

Guacamole Preference



PREFERRED GUACAMOLE VERBATIMS

"It was the most balanced with just the right amount of flavor. The texture and taste was spot on. When ordering guacamole I would hope to get something like that." - preferred guacamole A

"It tasted fresh unburdened with too much of any one flavor. Everything balanced nicely...it's the type of guac I can order at a restaurant and be left wanting more. Good texture and visually pleasing." - preferred guacamole A

"[It] was the most flavorful in my opinion. I liked how it was much more salty and seasoned than the other two guacamole samples I tried. It had bold flavors crunch a good texture and was refreshing to eat. I would definitely purchase this guacamole." - preferred guacamole B

"[I preferred it] because of the overall smoothness, color, overall texture and not overpowering taste/flavor. Kind of blended the best for me." - preferred guacamole C

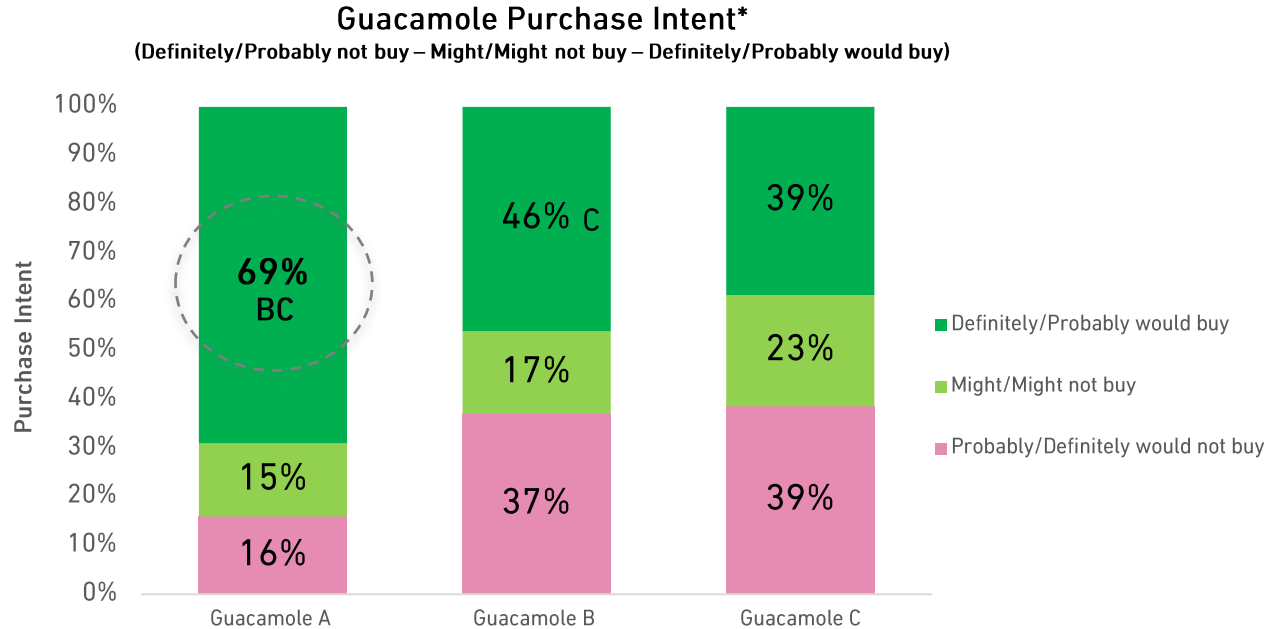
Q39. We would like you to think about the three plates of GUACAMOLE that you just tasted for us. Please think of each plate of GUACAMOLE alone and with TORTILLA CHIPS as one sample. Now that you have tried all three samples of GUACAMOLE, which of the samples did you like the most? (n=372)

Q40. Why do you prefer that sample? (PLEASE BE SPECIFIC) (n=372)



PURCHASE INTENT – GUACAMOLE

Consumers express a higher likelihood to buy fresh guacamole than they do the two processed samples.



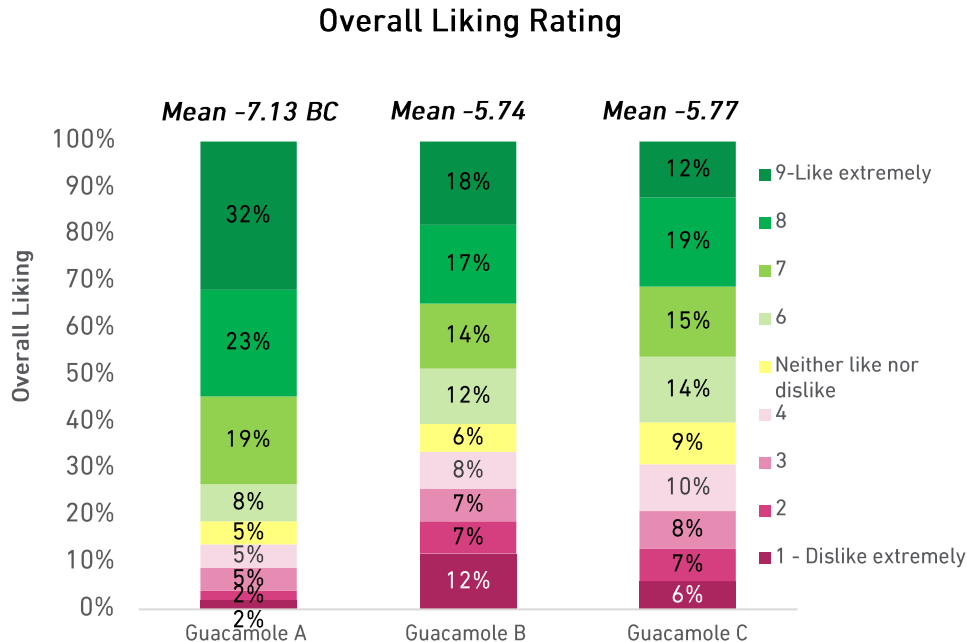
Q24: How likely would you be to ORDER THIS GUACAMOLE WITH CHIPS OR A FOOD YOU USUALLY EAT GUACAMOLE WITH AT A RESTAURANT if it was available where you typically purchase GUACAMOLE? (Scale: 5-point scale, n=372)

*Purchase intent was asked to consumers without context of menu item, product, or price



OVERALL LIKING – GUACAMOLE

Fresh guacamole earns higher ratings on overall liking than the processed samples. One-third of consumers give fresh guacamole the highest rating possible.



GUACAMOLE A VERBATIMS

"I like the medium green color and textured fresh avocado chunks. I like the visible bits of cilantro. I liked the fresh and milder onion taste." – 9 overall liking rating

"Very bitter, too thick. Its not a good green very light." – 3 overall liking rating

GUACAMOLE B VERBATIMS

"It tastes like typical store-bought guac." – 7 overall liking rating

"The flavor was off overall. Tasted too salty and not as smooth. Doesn't highlight the natural flavor of avocado. It also has too much of a yellowish tint than green." – 3 overall liking rating

GUACAMOLE C VERBATIMS

"The consistency was too soft with no texture. The flavor was too salty and too artificial tasting lime flavor." – 2 overall liking rating

"It tasted very fresh. Almost like it was just put together. Very tasty and smooth." – 8 overall liking rating



WHAT WE HEARD IN EXIT INTERVIEWS - GUACAMOLE PULP PREFERENCE

- More difficult for consumers to tell the difference between the three samples
- Fresh guacamole received more positive feedback in exit interviews than the processed samples.
 - Some gave positive feedback on the Guacamole B sample, particularly on flavor
- Positive feedback was heard on the texture, color, and flavor balance of the fresh sample, particularly with the chip.

	Appearance/color	Flavor	Texture
Guacamole A	<ul style="list-style-type: none"> • Shades of green visible • Visible chunks of avocado and added ingredients 	<ul style="list-style-type: none"> • Balanced, with a mix of other ingredients. how consumers expected fresh guac to taste 	<ul style="list-style-type: none"> • Chunky, like guacamole was freshly made
Guacamole B	<ul style="list-style-type: none"> • One solid color green, blended 	<ul style="list-style-type: none"> • Pretty good with the addition of onion and cilantro 	<ul style="list-style-type: none"> • Too smooth – missing the avocado chunks
Guacamole C	<ul style="list-style-type: none"> • One solid color green, creamy looked artificial 	<ul style="list-style-type: none"> • Flavor didn't seem authentic 	<ul style="list-style-type: none"> • Not creamy enough (like an avocado salsa)

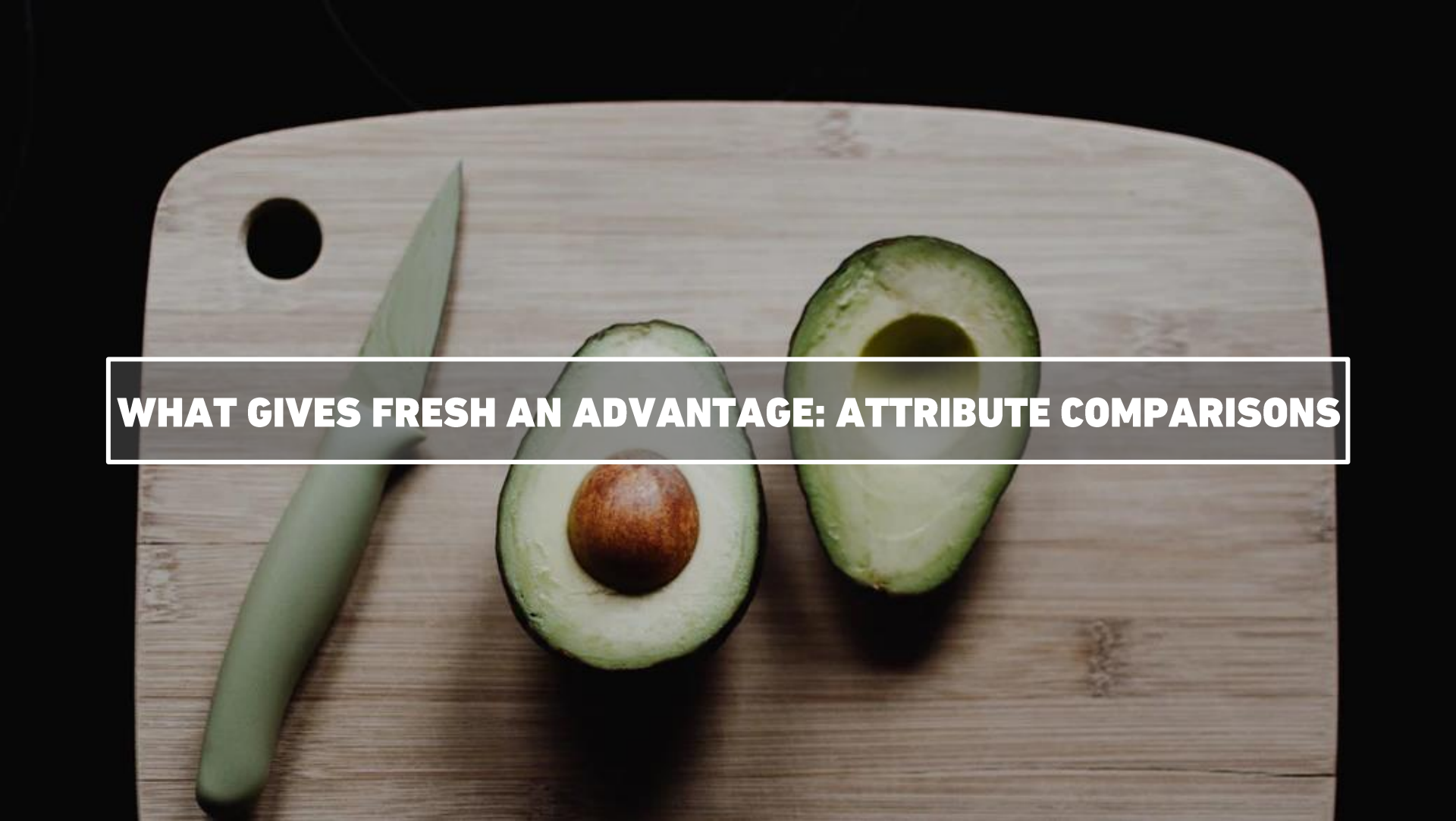
"First looked fresher. Looked like maybe it was something that was prepared on the spot as opposed to something that might have been in a container sitting in a refrigerator." - preferred guacamole A

"The first had a range of color like when you open up an avocado. Bright yellowish, darker green. Chunky texture was exactly what you saw. Second: looked pureed, color was extremely consistent. Not that it was bad just not as appetizing as the first. Multitude of color made first one more appealing." - preferred guacamole A

"The texture was 10/10 for the 3rd [Guacamole B] I would totally get it at a restaurant. The creaminess was good because it was not grainy." - preferred guacamole B

"Like consistency, it's smoother. Flavor was really good; I taste the lime but onion/cilantro flavor was too much." - preferred guacamole B

"All 3 were creamy but had chunks of avocado. All had good onion flavor. I liked them all." - preferred guacamole C

A top-down photograph of a light-colored wooden cutting board. On the left side of the board, a green-handled knife with a silver blade lies diagonally. In the center of the board are two halves of a fresh avocado. The half on the left contains a large, round, brown pit. The half on the right is empty, showing the smooth, light-green flesh of the fruit. The background is a solid black surface.

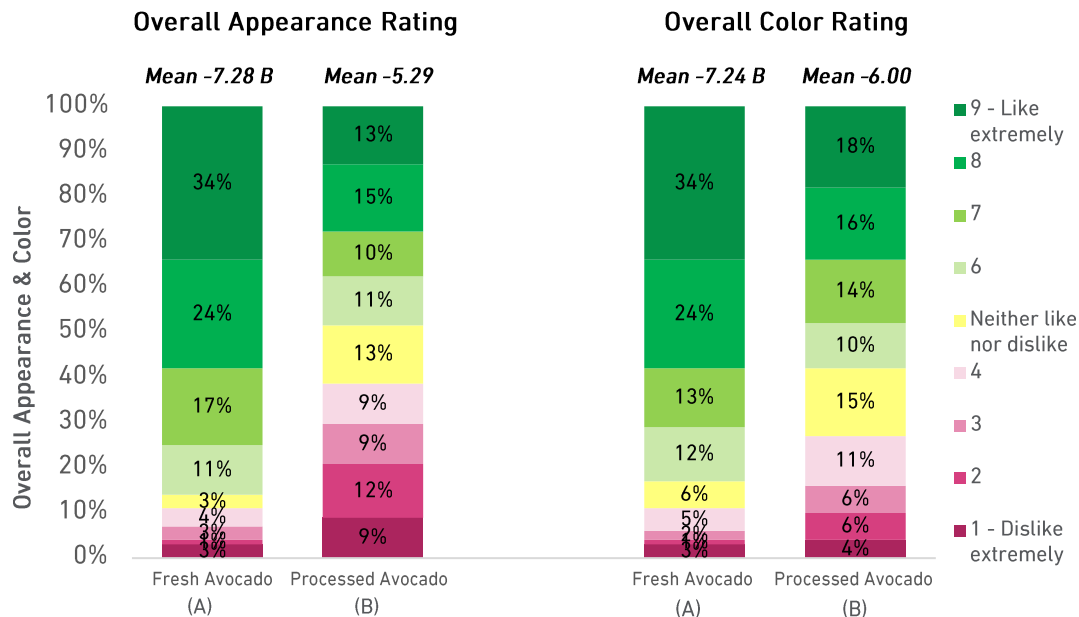
WHAT GIVES FRESH AN ADVANTAGE: ATTRIBUTE COMPARISONS

APPEARANCES AND COLOR – AVOCADO PULP



Consumers rate the appearance and color of the fresh avocado pulp higher than the processed pulp, with more than half giving the highest two ratings to the fresh pulp. These high marks are driven by chunkiness and the variation of green coloring.

- In the exit interviews, we heard that most consumers look for variations of green in their avocado, which signals to them that the product is fresh, ripe, and unprocessed. Many did not like the bright, uniform green color of the processed sample.



FRESH AVOCADO VERBATIMS

"I like the avocado chunks in this sample it adds some contrasting green colors I enjoy." - 9 overall appearance rating

"It has lighter and darker shades of green and the texture was more appetizing to chew because of the chunks of avocado incorporated throughout." - 8 overall appearance rating

"The color of the avocado is too dark for me and the texture is not creamy enough." - 5 overall appearance rating

PROCESSED AVOCADO VERBATIMS

"It has a very bright, fresh color and taste. Very creamy and smooth" - 9 overall appearance rating

"I did not like the creamy puree texture. It reminded me of pea baby food which made it look unappetizing. I would have liked it more if there were some lighter green chunks of avocado in the sample." - 1 overall appearance rating

"It has a dark old look to it. Doesn't look fresh. Very bland with no chunks. It looks fake" - 1 overall appearance rating

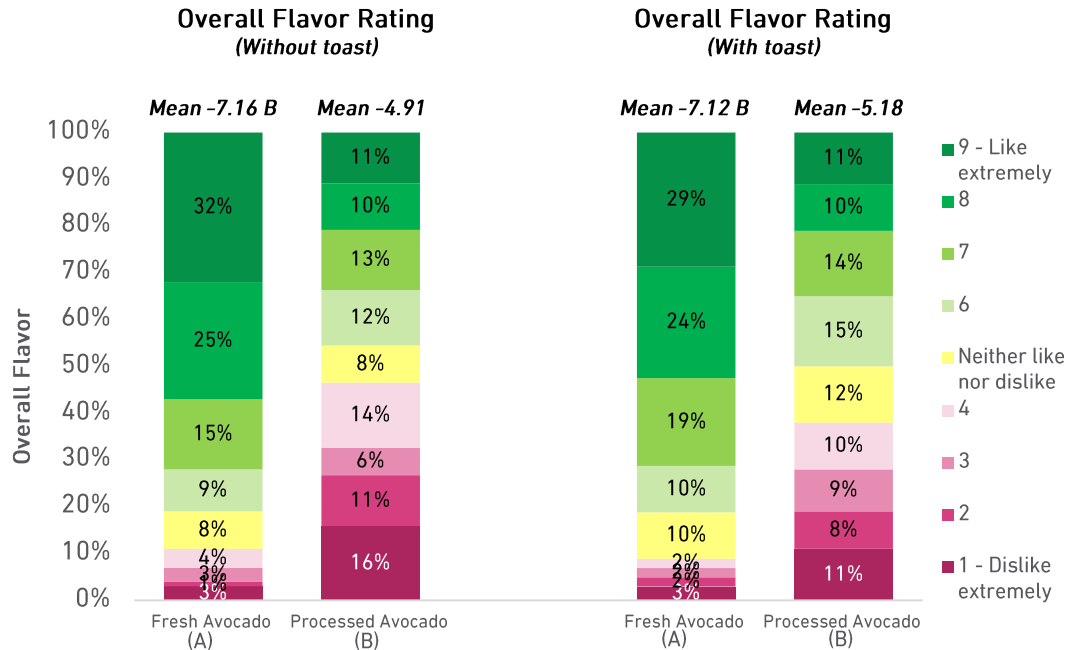
Q1: How much do you LIKE or DISLIKE the OVERALL APPEARANCE of this AVOCADO? (Scale: 9-point scale, n=372)

Q2: How much do you LIKE or DISLIKE the COLOR of this AVOCADO? (Scale: 9-point scale, n=372)



FLAVOR – AVOCADO PULP

The flavor of fresh avocado pulp is significantly more liked than the processed pulp, this includes both without and with toast. Interestingly, when served on toast the rating of the processed pulp increases slightly.



FRESH AVOCADO VERBATIMS

"It tastes like a perfectly ripened avocado. It has great overall flavor and texture." - 9 overall flavor rating

"This taste great like a freshly mashed avocado at home. - 8 overall flavor rating

"I would have liked a slightly stronger avocado flavor. It was good but not strong enough." - 7 overall flavor rating

PROCESSED AVOCADO VERBATIMS

"I like that it really taste like a fresh avocado. Sometimes when I buy prepackaged avocado from the store is has too much of a citrus flavor or aftertaste...this taste very clean natural " - 9 overall flavor rating

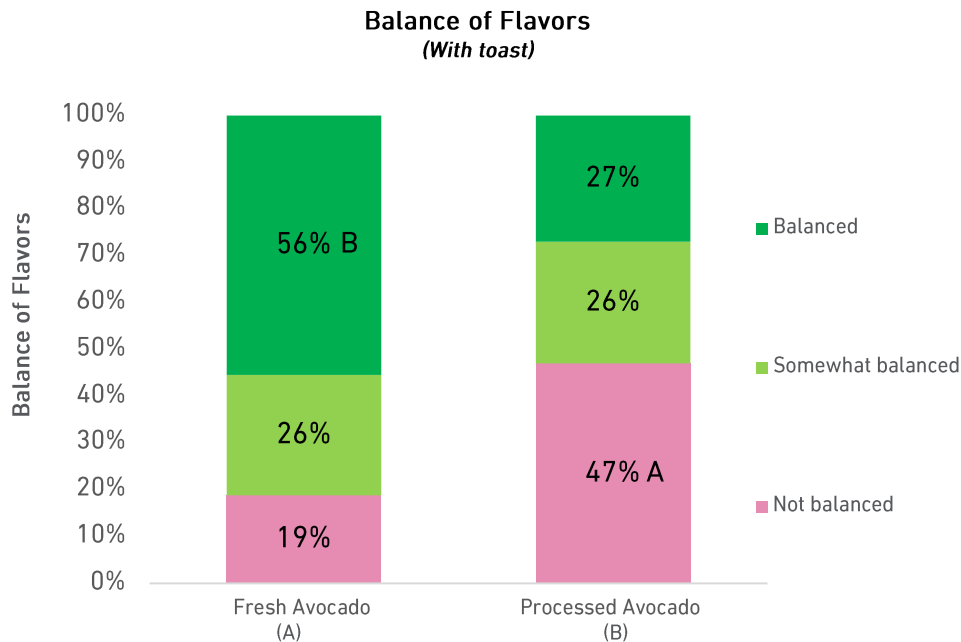
"Too creamy, tastes oily and too bitter. It needs more sweet taste" - 4 overall flavor rating

"Did not taste very fresh, tasted a bit old like a day-old avocado - almost a moldy flavor." - 2 overall flavor rating



FLAVOR BALANCE AND “JAR” FLAVOR DIAGNOSTICS – AVOCADO PULP

Compared to the processed pulp, there is more consensus that the flavor of the fresh avocado pulp is balanced. While both products are penalized for not having enough flavor, the fresh avocado received a moderate penalty while the processed avocado received a severe penalty.



Just About Right Diagnostics		Fresh pulp	Processed pulp
Flavor Strength-Plain	Too Strong	8%	19% A
	Just Right	71% B	36%
	Too Weak	20%	45% A
Avocado Flavor-With Toast	Too Strong	5%	12% A
	Just Right	70% B	38%
	Too Weak	25%	50% A

Severe Penalty

Moderate Penalty

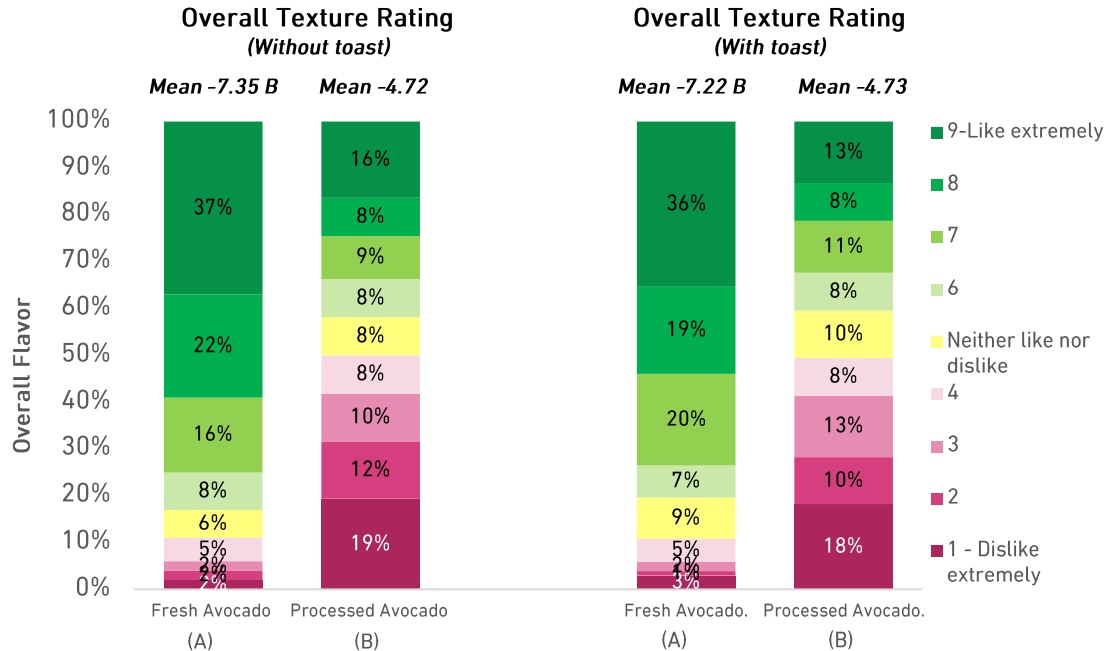
Q13. How would you rate the BALANCE OF FLAVORS of the AVOCADO? (Scale: 9-point scale, n=372)

Q14. How would you rate the AVOCADO FLAVOR of the AVOCADO? (Scale: JAR, n=372)



TEXTURE – AVOCADO PULP

Fresh avocado pulp earns significantly higher ratings on texture than processed pulp. Of the attributes tested, processed pulp scores lowest on texture. Unlike the flavor metric, consumers' opinions on the texture of processed pulp do not improve with toast.



FRESH AVOCADO VERBATIMS

"I love everything about this avocado. It has the right amount of chunkiness and the natural flavor of avocado really shines. It's perfectly creamy at the same time. Very well balanced. The color is perfect." – 9 overall texture rating

"I personally like a little chunkiness in avocado. I like the color and texture variation." – 7 overall texture rating

"It is too chunky and thick." – 6 overall texture rating

PROCESSED AVOCADO VERBATIMS

"I liked the texture and the smoothness/creaminess and the way it went down. I also liked the simple flavor of the avocado" – 8 overall texture rating

"The texture was a bit too much like puree. It was too thin it needed some chunks in there." – 3 overall texture rating

"The texture is too soft and gritty, it tastes very processed" – 1 overall texture rating

Q9: How much do you LIKE or DISLIKE the OVERALL TEXTURE of this AVOCADO? (Scale: 9-point scale, n=372)

Q15: How much do you LIKE or DISLIKE the OVERALL TEXTURE of this AVOCADO? (Scale: 9-point scale, n=372)

JAR TEXTURE DIAGNOSTICS – AVOCADO PULP



Consumers indicate that the texture of the fresh avocado pulp hits the right notes. While the processed pulp receives severe penalties in being too smooth and too soft (both without toast and with toast).

Just About Right Diagnostics		Fresh Avocado	Processed Avocado
Overall Texture- Plain	Too Firm	10% B	2%
	Just Right	81% B	34%
	Too Soft	9%	64% A
Creaminess- Plain	Too Grainy	11% B	2%
	Just Right	81% B	39%
	Too Smooth	8%	58% A
Overall Texture- With Toast	Too Firm	8% B	2%
	Just Right	80% B	34%
	Too Soft	12%	64% A

Severe Penalty

Moderate Penalty

FRESH AVOCADO VERBATIMS

"It is delicious! It tastes like it just came out of the avocado skin - extremely fresh tasting and very thick rich texture."

"I really like the texture the flavor of avocado and the fact that I didn't get the acid results from this sample! And this sample had a creamy flavor to it that I really enjoyed! "

"I like the chunks of avocado. I like the creaminess in my mouth. It is very tasty."

PROCESSED AVOCADO VERBATIMS

"It was too smooth, it tasted like baby food. Very bland."

"It was much too smooth for me and almost watery looking."

"It looks processed not at all like a real avocado would look like if you presented it in this fashion. The texture is too smooth for a real avocado."

Q10: How would you rate the OVERALL TEXTURE of the AVOCADO? (Scale: JAR, n=372)

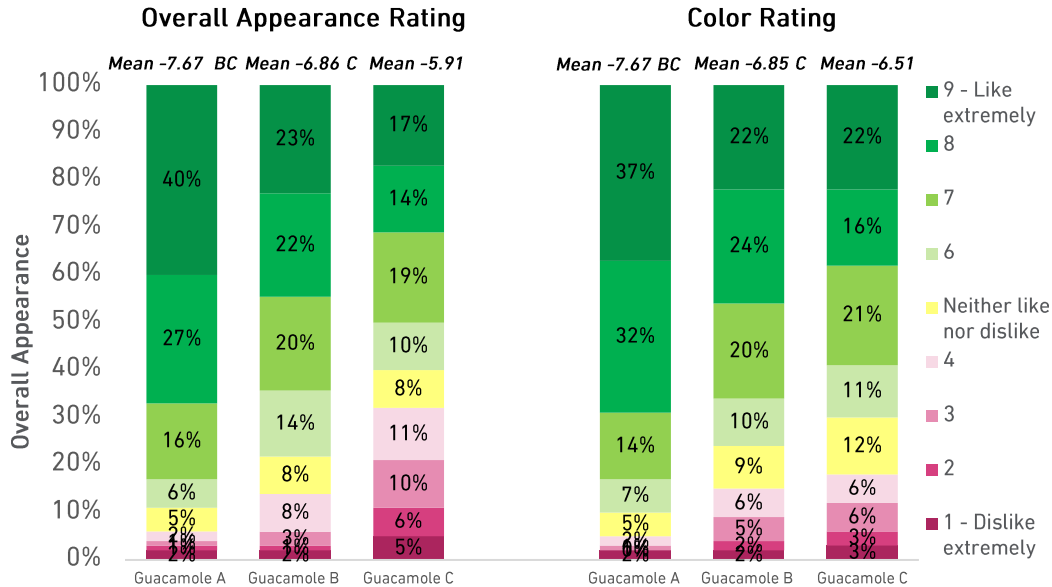
Q11: How would you rate the CREAMINESS of the AVOCADO? (Scale: JAR, n=372)

Q16: How would you rate the OVERALL TEXTURE of the AVOCADO? (Scale: JAR, n=372)



APPEARANCE AND COLOR – GUACAMOLE

The overall appearance and color of the fresh guacamole garners higher ratings than its processed counterparts. Guacamole C earns the lowest ratings of the guacamoles tested on these metrics; but does score slightly higher on color than overall appearance.



GUACAMOLE A VERBATIMS

"This was amazing! I loved visually I could see the pieces of onion cilantro and jalapenos. The color was a natural color. Not too green and not too brown. This is exactly the type of guacamole I would be proud to serve to my friends and family." – 9 overall appearance rating

"I liked the color and texture of this guacamole most. It was a bright gorgeous color green and had great texture." – 9 overall appearance rating

GUACAMOLE B VERBATIMS

"I like the bright green color. I like the chunky appearance and texture. I like the pieces of presumed cilantro." – 7 overall appearance rating

"I didn't like the color it was too dull looking and was not as pleasing to the eye. – 3 overall appearance rating

GUACAMOLE C VERBATIMS

"I like the chunks of onion as it gives more texture since the overall texture is smooth. I also like the pieces of cilantro that stand out in the sample and the overall flavor." – 7 overall appearance rating

"The color seemed off and made it think fake." – 4 overall appearance rating

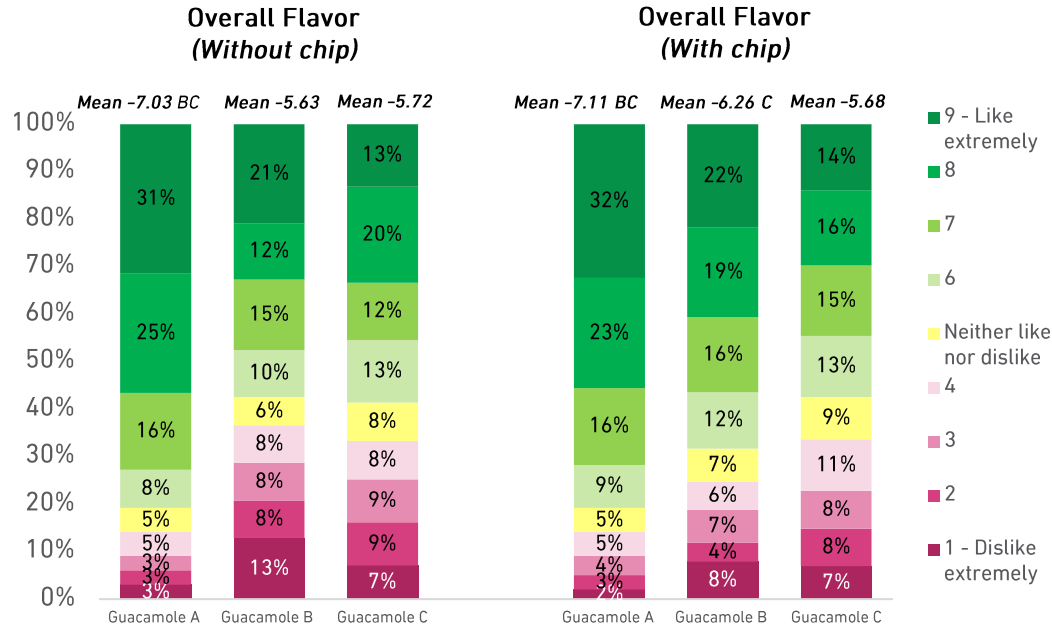
Q19: How much do you LIKE or DISLIKE the OVERALL APPEARANCE of this GUACAMOLE? (Scale: 9-point scale, n=372)

Q20: How much do you LIKE or DISLIKE the COLOR of this GUACAMOLE? (Scale: 9-point scale, n=372)



FLAVOR – GUACAMOLE

Consumers rate the flavor of fresh guacamole higher than they do the processed samples. The flavor rating of Guacamole B increases when eaten with a chip, while the ratings of fresh guacamole and Guacamole C are unchanged.



GUACAMOLE A VERBATIMS

"I loved the color the taste was amazing (perfect balance of seasonings and not too salty) the texture was nice and chunky yet creamy at the same time." – 9 overall flavor rating

"I really like the chunks in the avocado. The onion and cilantro are very delicious. The texture is great. Smooth and creamy." – 8 overall flavor rating

GUACAMOLE B VERBATIMS

"I like the flavor of the ingredients. I can taste the onions and spices better in this sample. This tastes less bitter than other guacamoles I tried." – 6 overall flavor rating

"This guacamole overall did not have a good flavor. It tasted sour (not as in tart but as in what old slightly moldy guacamole tastes like). I felt as though I was eating a very processed guacamole and not a fresh one." – 1 overall flavor rating

GUACAMOLE C VERBATIMS

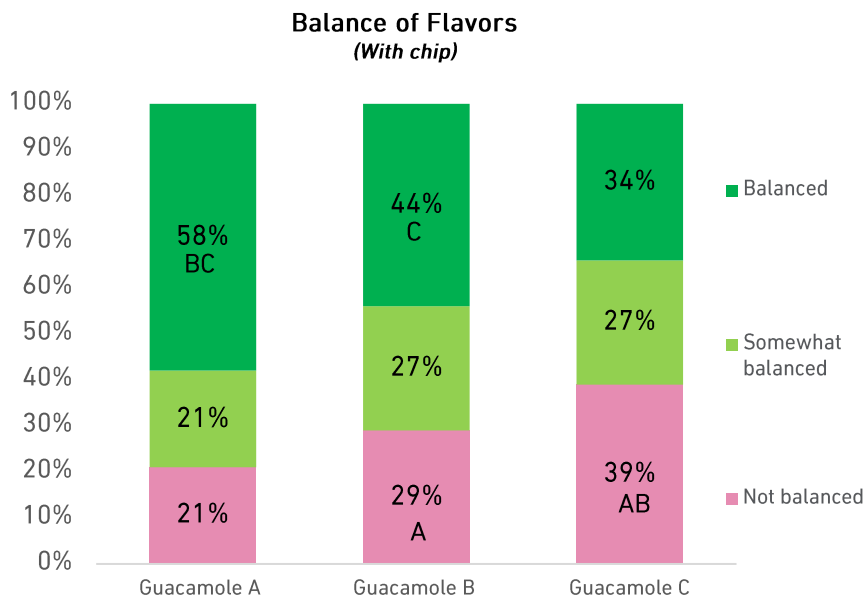
"I like the onion flavor in the guacamole and that I can see the green onions, its smooth and very green ." – 6 overall flavor rating

"Its way too plain, doesn't taste great. Missing few ingredients not enough salt." – 4 overall flavor rating



FLAVOR BALANCE AND “JAR” FLAVOR DIAGNOSTICS - GUACAMOLE

Consumers are significantly more likely to perceive the flavor of fresh guacamole to be balanced than its processed counterparts. The fresh sample receives the fewest penalties, and all are moderate. Guacamole B and Guacamole C receive severe penalties on flavor strength, avocado flavor, saltiness, sweetness and onion flavor.



Just About Right Diagnostics		Guacamole A	Guacamole B	Guacamole C
Flavor Strength- Plain	Too Strong	16%	44% AC	27% A
	Just Right	66% BC	41%	44%
	Too Weak	18%	16%	29% AB
Avocado Flavor- With Chips	Too Strong	9%	19% AC	14% A
	Just Right	73% BC	55% C	45%
	Too Weak	18%	26% A	41% AB
Saltiness- With Chips	Too Salty	5%	32% AC	11% A
	Just Right	60% C	56% C	47%
	Not Salty Enough	36% B	12%	42% AB
Sweetness- With Chips	Too Sweet	6%	8%	8%
	Just Right	74% BC	65% C	56%
	Not Sweet Enough	20%	27% A	36% AB
Onion Flavor- With Chips	Too Strong	14%	33% AC	18%
	Just Right	57% C	52%	45%
	Too Weak	29% B	16%	37% AB

Severe Penalty

Moderate Penalty

Q32. How would you rate the BALANCE OF FLAVORS of the GUACAMOLE? (Scale: 9-point scale, n=372) Q34. How would you rate the SALTINESS of the GUACAMOLE? (Scale: JAR, n=372)

Q26. How would you rate the OVERALL FLAVOR of the GUACAMOLE? (Scale: JAR, n=372) Q35. How would you rate the SWEETNESS of the GUACAMOLE? (Scale: JAR, n=372)

Q33. How would you rate the AVOCADO FLAVOR of the GUACAMOLE? (Scale: JAR, n=372) Q36. How would you rate the ONION FLAVOR of the GUACAMOLE? (Scale: JAR, n=372)

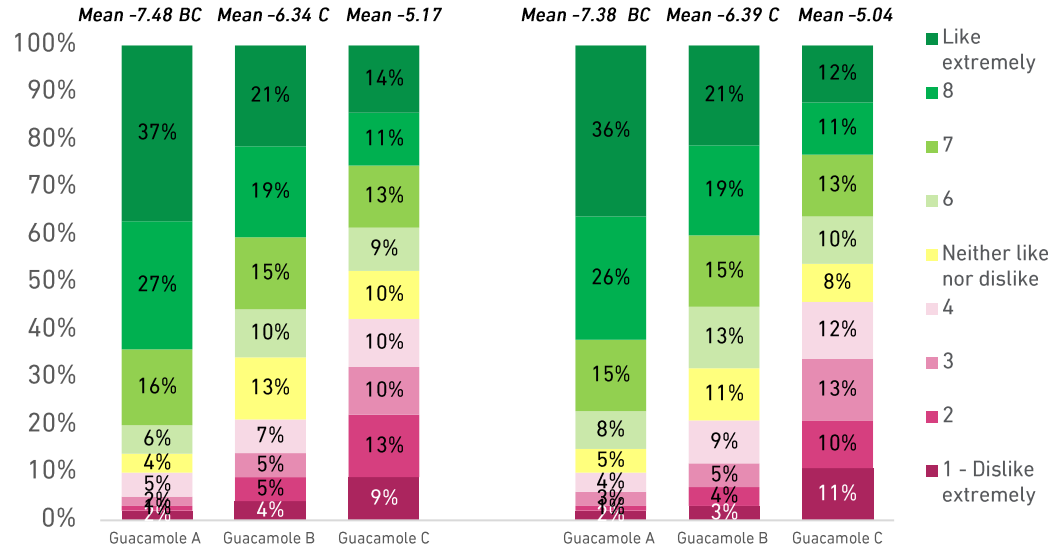


TEXTURE - GUACAMOLE

The texture of fresh guacamole earns significantly higher ratings than the processed samples. More than one-third give the highest rating possible to the fresh sample, compared to only one in five to Guacamole B and one in eight to Guacamole C.

**Overall Texture
(Without chip)**

**Overall Texture
(With chip)**



GUACAMOLE A VERBATIMS

"I really like the chunks in the avocado. The onion and cilantro are very delicious. The texture is great. Smooth and creamy" – 9 overall texture rating

"I like the chunks of onion and avocado. The texture and color are appetizing. It looks fresher with the chunks of avocado in appearance." – 7 overall texture rating

GUACAMOLE B VERBATIMS

"The guacamole is much too creamy and there is a little too much cilantro in this sample. The color is too light. The onion flavor is overpowering." – 4 overall texture rating

"The texture was too soft and blended no texture. The salt content was too high. ." – 2 overall texture rating

GUACAMOLE C VERBATIMS

"I thought the sample was a bit too whipped and runny for my liking and would've liked to see a few pieces/chunks of avocado in it." – 6 overall texture rating

"It was visually unappealing to me immediately. Almost looked like the sample had wrinkles filled with oil. It was also much creamier than I prefer." – 2 overall texture rating

Q27: How much do you LIKE or DISLIKE the OVERALL TEXTURE of this GUACAMOLE? (Scale: 9-point scale, n=372)

Q37: How much do you LIKE or DISLIKE the OVERALL TEXTURE of this GUACAMOLE? (Scale: 9-point scale, n=372)



“JAR” TEXTURE DIAGNOSTICS - GUACAMOLE

Fresh guacamole receives no penalties on overall texture, creaminess, and smoothness. Both processed guacamoles receive penalties on every attribute tested, with Guacamole C earning all severe penalties.

Just About Right Diagnostics		Guacamole A	Guacamole B	Guacamole C
Overall Texture-Plain	Too Firm	12% BC	7% C	4%
	Just Right	84% BC	58% C	36%
	Too Soft	4%	35% A	60% AB
Smoothness/Chunkiness-Plain	Too Chunky	19% BC	11% C	3%
	Just Right	78% BC	50% C	31%
	Too Smooth	3%	39% A	65% AB
Creaminess-Plain	Too Grainy	13% BC	9% C	2%
	Just Right	83% BC	63% C	46%
	Too Smooth	4%	28% A	52% AB
Smoothness/Chunkiness-With Chips	Too Chunky	16% BC	9% C	2%
	Just Right	80% BC	57% C	33%
	Too Smooth	4%	34% A	64% AB

Severe Penalty

Moderate Penalty

GUACAMOLE A VERBATIMS

“I liked the flavor a lot, the chunky pieces of avocado, the color, just about everything with this guacamole.”

“This tastes more natural and put together fresh rather than processed ingredients. It also has a nice texture with enough creaminess but also chunkiness. And I can crunch the onions in it.”

GUACAMOLE B VERBATIMS

“It is way too smooth and slimy-like. I don’t taste the cilantro. It slides across the bowl. Just too soft and no chunky avocados.”

“It looks watery and looks like it will go bad if you leave it out for a little bit.”

GUACAMOLE C VERBATIMS

“When I put my spoon in it felt too watery and didn’t hold its shape as I would expect a fresh guacamole would. Also the color is just slightly on the darker side making the avocado look not as fresh.”

“The texture is awful, way too smooth.”

Q28: How much do you LIKE or DISLIKE the OVERALL TEXTURE of this AVOCADO? (Scale: JAR, n=372)

Q30: How would you rate the CREAMINESS of the GUACAMOLE in your mouth? (Scale: JAR, n=372)

Q30&38: How would you rate the SMOOTHNESS/CHUNKINESS of the GUACAMOLE? (Scale: JAR, n=372)

A top-down view of a white ceramic bowl filled with chunky green guacamole. The bowl is surrounded by fresh ingredients on a wooden surface: a whole red tomato to the left, a sliced tomato and a lime wedge to the right, and several tortilla chips at the bottom. Fresh cilantro leaves are scattered around the bowl. A white text box with a thin black border is centered over the bowl.

WHAT IT ALL MEANS: IMPLICATIONS FOR FOODSERVICE OPERATORS

CONSUMERS ENJOY AVOCADOS/GUACAMOLE IN A VARIETY OF WAYS

IN AN ENTRÉE OR AS A GARNISH

- Avocados are primarily ordered with Mexican food, on burgers, sandwiches, or salads.
- When avocado is too smooth or not fresh, consumers perceive it as a garnish or spread. When fresh it is elevated to a main ingredient in food.

"My family loves avocados & guacamole. It's a staple to be honest. If it's on the menu we are typically ordering it. If it can be added, we would opt in."

"Every time I go to Chipotle, I fist order chips and guac. Many times I am just going for guac and chips!"

&

AND ARE SOCIAL AND SHAREABLE

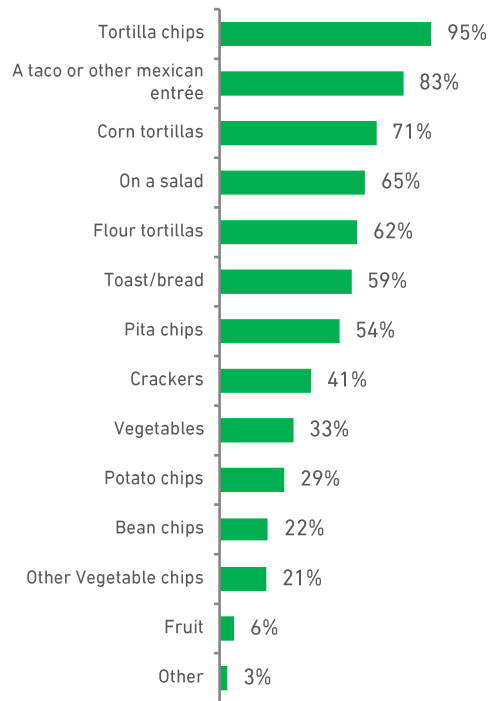
- Avocados/guacamole are a food eaten when celebrating or socializing with family and friends – extremely sharable among those who like avocado.
- Many eat avocados as an appetizer to share with family and friends while waiting for entrees.

"Me and my friends go out for either happy hour or dinner at a restaurant. I'd say 100% of the time we're ordering guacamole for the table."

"If I am going to a party and bringing our own appetizers, I'll prepare fresh avocado."

"Order it for a birthday party or get together – with chips and queso to share."

During the past year, which of the following ways have you eaten guacamole?
(n=372)



IMPLICATIONS WHEN AVOCADOS ARE DELIVERED

Generally there is **not much concern with ordering avocado** as part of a delivery order.

- Consumers say that if the product oxidizes before they consume it, they are to blame, not the restaurant.
- Consumers are more forgiving if avocado is brown than the bright, uniform greenness of processed products.

Consumers are **more discerning about what item they would order avocado with as part of a delivery item.**

- They will not order it or ask for it on the side if not eating quickly.
- Avocado may not be ordered if it is intended to share or be used as a topping.
- Suggestions made about keeping avocado fresh during delivery include keeping it separate from any hot food item, separately packaging the avocado, not mashing.

"If it discolors - it's on me. Surprised if it doesn't discolor - should not expect it to last for hours." – prefers fresh pulp, Guacamole A

"Yes [would order avo as delivery], it won't be as fresh but doable." – prefers fresh pulp, Guacamole A

"Nothing would stop me from ordering take out /delivery with fresh avocados." – prefers fresh pulp, Guacamole A

"Can get it home quickly? Avocado/guacamole doesn't do well in heat. 20min in hot package is too much. If separate package is ok." – prefers fresh pulp, Guacamole A

"If the avocado would make the dish mushy because of travel, I wouldn't order. I'm very picky about ordering dishes that travel well. If I thought the dish was sitting for half an hour, I would steer clear. Or I would ask for it on the side... I wouldn't be too concerned with it browning in that short amount of time." – prefers fresh pulp, Guacamole A

INTERPRETATION OF “PROCESSED”

Familiarity with Processed Avocado

- Consumers want to believe restaurants only use fresh but acknowledge processed is probably used in some instances
- Consumers are unfamiliar with the term “processed avocado.” Few think they’ve ever eaten it, but many think they could tell the difference



How ‘Processed’ is Understood

- Generally consumers understand processed
 - Features of a ‘processed’ product are additives, preservatives.
- Consumers are aware that the product browns and takes away flavor once it oxidizes, connecting the need for a processed product



Perception of ‘Processed’

- Processed has a negative connotation, is seen as a lesser alternative to fresh
- Consumers believe that avocado flavor, smell and appearance can be made to match fresh
- There is skepticism that texture can be replicated
 - Texture is the attribute that earned fresh products their highest rating, while processed products were severely penalized

“Never tried it, never seen it. They have processed everything, would not be surprised.” – prefers fresh pulp, Guacamole A

“Processed avocado probably means they must add something to keep it fresh. Some sort of additive would have to be added to processed avocado to pack, ship, get to stores.” – prefers fresh pulp, Guacamole A

“They would take a manufacturing place and mashed it up with machinery and added into tubes or container.” – prefers fresh pulp, Guacamole B

“It’s not really that big of a thing to me whether it’s processed vs fresh. I’d prefer fresh picked or whatever. But you know, if it’s processed stuff I’d still eat it.” – prefers fresh pulp, Guacamole C

“If done well, would not be able to tell the difference between the two.” – prefers processed pulp, Guacamole C

“I think it goes back to texture for me & consistency. With processed it would be that very blended texture & look.” – prefer fresh pulp, Guacamole A

EXPECTATIONS FOR “PROCESSED” PRODUCTS

When is “processed” unacceptable?

- Fresh is clearly preferred and perceived as superior.
- Consumers expecting an upper-scale meal, concerned with eating healthy, or craving fresh avocado find processed unacceptable.

When is “processed” tolerated?

- The concept of processed avocado is not outright rejected in the exit interviews, though viewed as inferior.
- For some consumers, if they are short on time or the product still tastes like avocado, processed would be tolerated.

“Any time you go out you want to have good food that is fresh and tasty. I don’t want to pay for something I’m not going to enjoy because it might taste bad. If I am going to splurge, I want it to taste good.” – prefers fresh pulp, Guacamole B

“We’ve been weaning out fast food completely. Going to places with fresher food.” – prefers processed pulp, Guacamole B

“If I’m in mood for fresh guacamole, then it would make a difference. Would not make a difference if it was tasty still - would not bother me.” – preference unknown

“If I was slammed on time, I would be willing to sacrifice and get processed because of time.” – prefers fresh pulp, Guacamole A

IMPACT OF USING FRESH VS. PROCESSED

Impression of restaurants using fresh

By using fresh avocado in their dishes, restaurants elevate their standing with consumers.

- Fresh avocado associated with higher-end restaurants
- Consumers believe that by using fresh ingredients, the restaurant cares about their experience
- Because often eaten as an appetizer, fresh ingredients set a positive tone for the rest of the experience

Impression of restaurants using 'processed'

Processed avocado is viewed as a lesser product than the fresh. Consumers expect restaurants that use processed to be "fast food" and deliver a lower quality experience.

- Subway and Taco Bell were cited as restaurants that likely use processed
- Using processed ingredients can impact the entire dining experience, leaving consumers to wonder what else is not fresh
- May not stop dining at a restaurant using processed, but many express reluctance to reorder an avocado dish

"My impression is, what else is processed? It's an indicator of a bigger whole." – prefers fresh pulp, Guacamole A

"Fast food chains use processed. I hope restaurants are slicing in the back." – prefers processed pulp, Guacamole B

"The problem is you won't know; restaurants won't advertise if they use processed. Makes a difference if they advertise fresh – feels good to know that what they have is fresh." – prefers processed pulp, Guacamole B

"Knowing restaurant served fresh or processed, I would for sure choose the one that serves fresh. Fresh ingredients have more value, healthier, more wholesome, give you nutrients." – prefers fresh pulp, Guacamole C

"If you mess up the guac, chances are you will mess up everything else." – prefers fresh pulp, Guacamole A

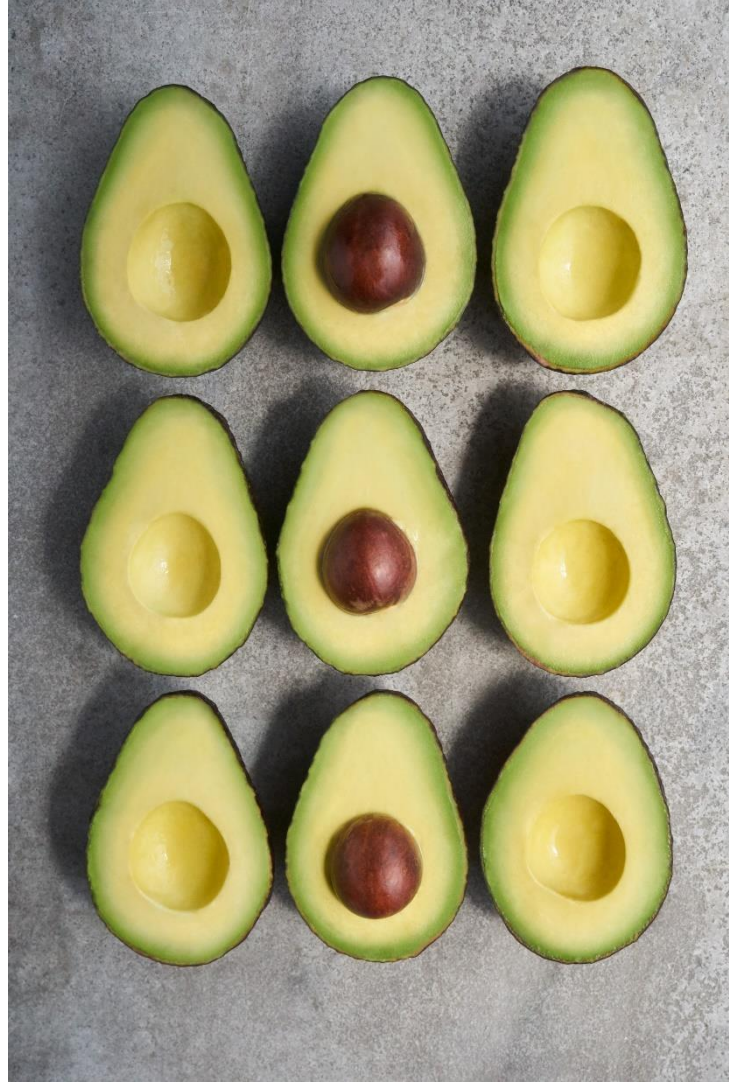
"Fast food chains [use processed], they don't have time to chop up/make fresh. Don't expect [processed] at casual dining/fine dining." – prefers fresh pulp, Guacamole A



PROGRAM IMPLICATIONS & CONSIDERATIONS

FRESH CHALLENGE RESEARCH: HOW WE'LL USE IT

- Inform **FY22 planning**
- Prominently feature most compelling stats on **Fresh Program landing page**
- Create **dedicated collateral piece** that topline the data and highlight stats on **consumers' willingness to pay more for fresh** avo vs processed
- Incorporate key stats into **current (Global Guac) and future innovation pieces**
- Leverage consumer preference data to **create a compelling case for operators**, to be used in Fresh Seal program sell sheets, sales presentation and partnership meetings
- **Develop B2B online education module**, integrate into Avo U
- Dedicated **messaging/advertising campaign** highlighting key stats
- New **Mythbuster content** "Myth 23: Patrons can't tell the difference between fresh and processed."
- Key theme for **event activations**
- Add to ongoing **Opportunity Map** for AFM foodservice program



THANK YOU!



A halved avocado with a large pit is the central focus, resting on a vibrant green cutting board. The avocado's flesh is a rich green, and the pit is a smooth, light brown. In the background, a sharp knife with a dark handle lies on the board, and a piece of fresh broccoli is visible, its green florets slightly out of focus. The lighting is bright and even, highlighting the textures of the fruit and vegetables.

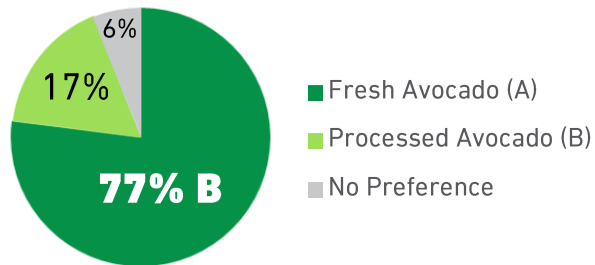
APPENDIX

Topline

AVOCADO PULP SUMMARY – TOTAL SAMPLE



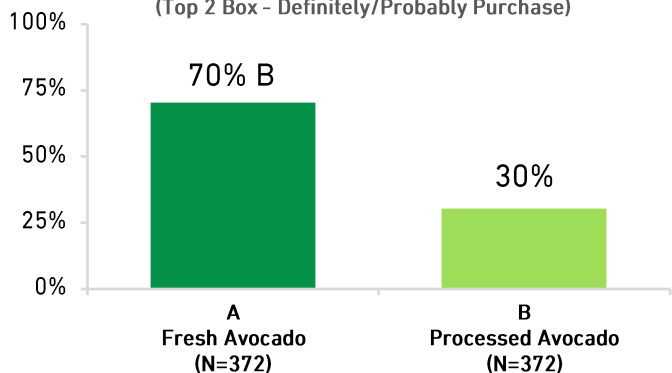
Preference



Fresh pulp clearly outperforms processed pulp on key measures: Preference, Overall Liking, and Purchase Intent, plus internal attributes.

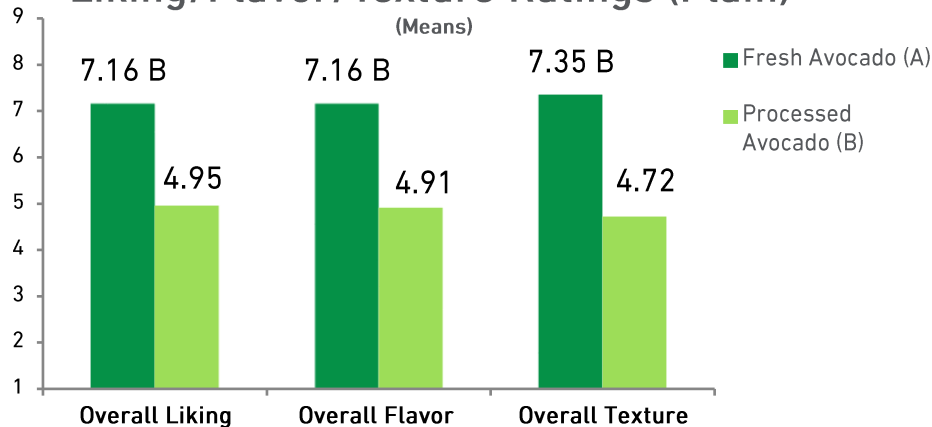
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o toast. Purchase Intent not in context of priced menu item

Liking/Flavor/Texture Ratings (Plain)



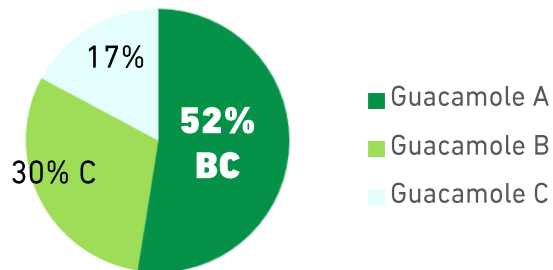
Significances are represented by Alpha Coding Uppercase \Rightarrow 95% CL

Purchase Intent: How likely would you be to ORDER THIS avocado/guacamole AT A RESTAURANT if it was available where you typically purchase avocado/guacamole?

GUACAMOLE SUMMARY – TOTAL SAMPLE



Preference

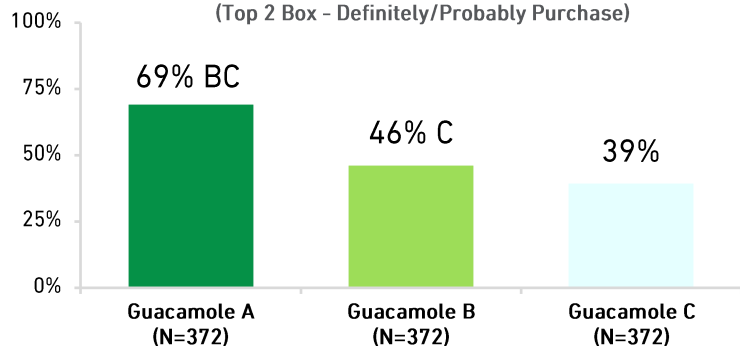


Fresh Guacamole clearly outperforms both processed guacamole on key measures: Preference, Overall Liking, and Purchase Intent, plus internal attributes.

- Guacamole B outperforms Guacamole C on several measures: Preference, Purchase Intent, and Overall Texture liking.

Purchase Intent* (Plain)

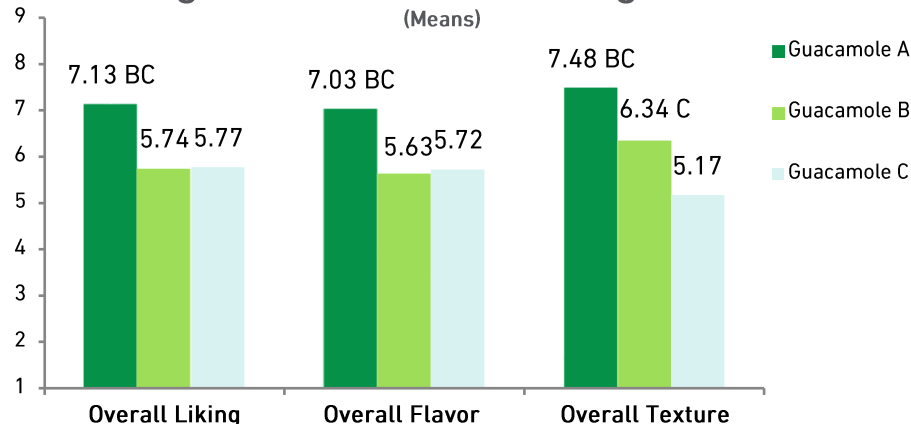
(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o chip. Purchase Intent not in context of priced menu item

Liking/Flavor/Texture Ratings (Plain)

(Means)

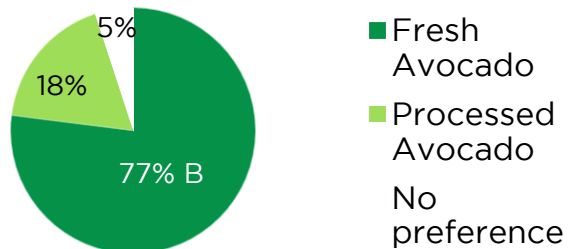


Significances are represented by Alpha Coding Uppercase ⇒ 95% CL

Purchase Intent: How likely would you be to ORDER THIS avocado/guacamole AT A RESTAURANT if it was available where you typically purchase avocado/guacamole?



Preference



Fresh Avocado

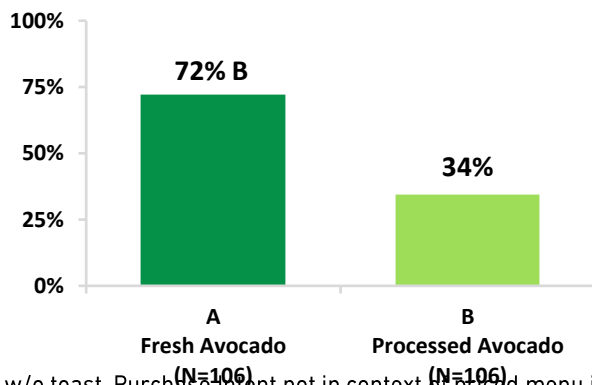


Processed Avocado



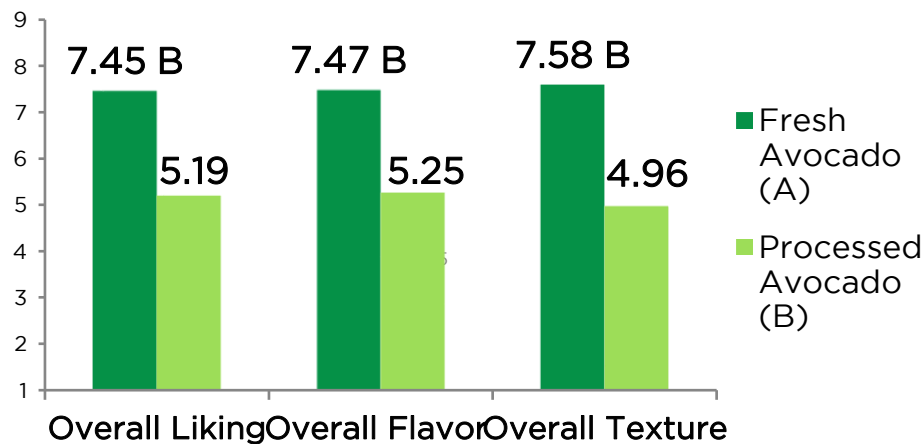
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o toast. Purchase intent not in context of priced menu item

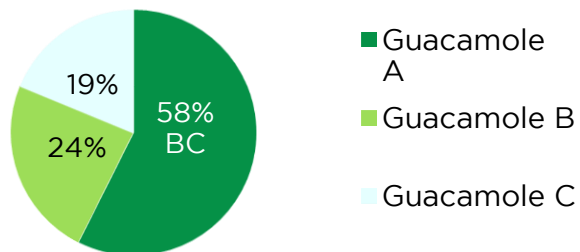
Liking/Flavor/Texture Ratings (Plain)



Overall Liking Overall Flavor Overall Texture

Significances are represented by Alpha Coding Uppercase ⇒ 95% CL

Preference



Guac A



Guac B

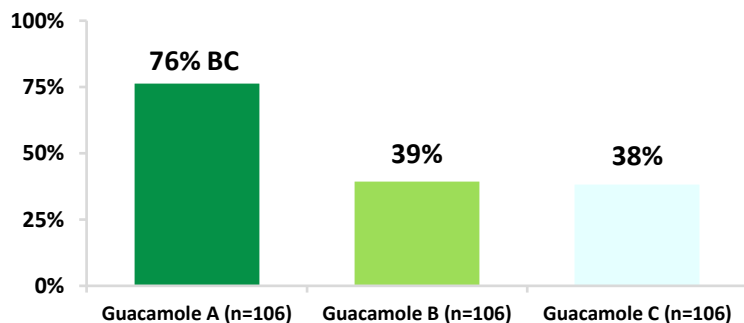


Guac C



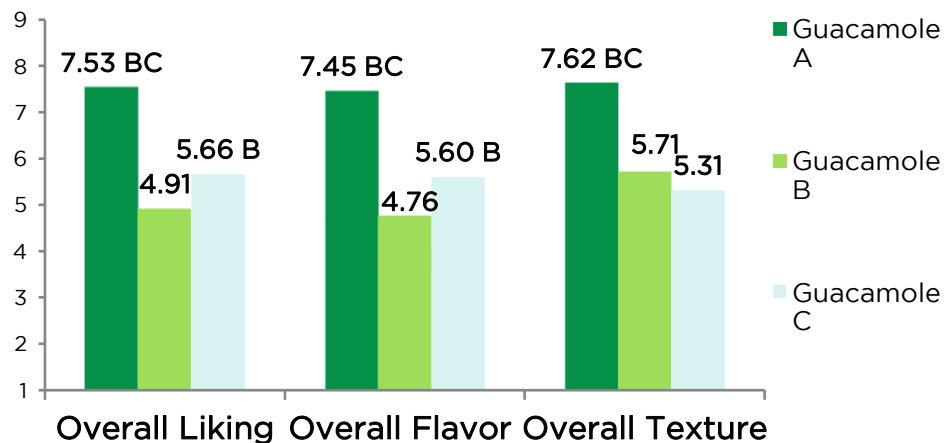
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o chip. Purchase Intent not in context of priced menu item

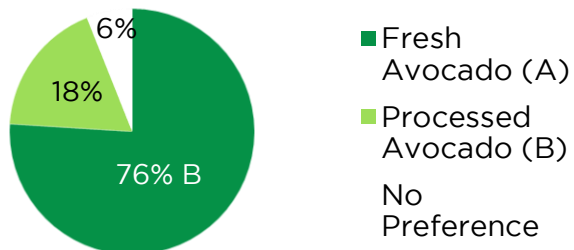
Liking/Flavor/Texture Ratings (Plain)



Overall Liking Overall Flavor Overall Texture



Preference



Fresh Avocado

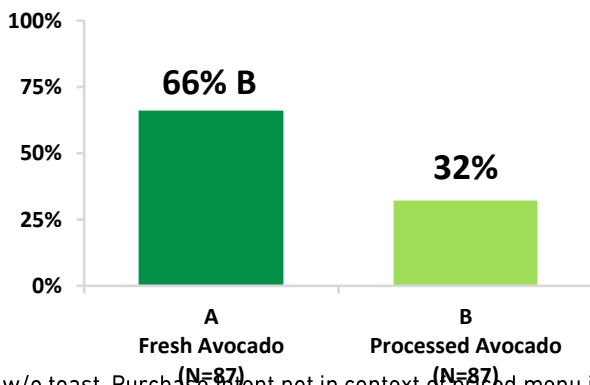


Processed Avocado



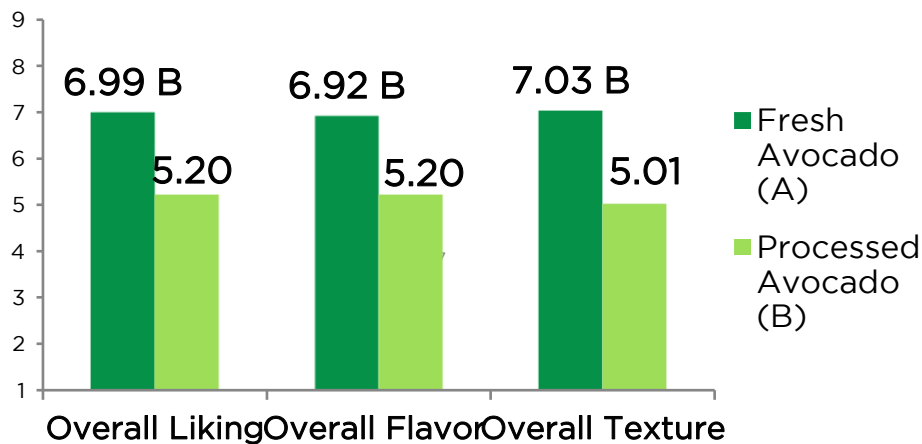
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o toast. Purchase intent not in context of priced menu item

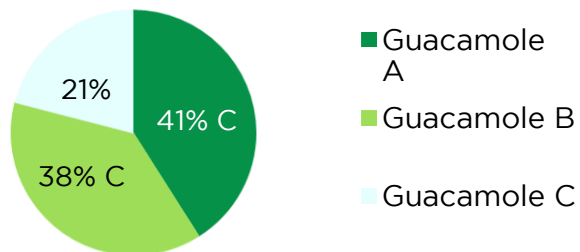
Liking/Flavor/Texture Ratings (Plain)



Significances are represented by Alpha Coding Uppercase ⇒ 95% CL



Preference



Guac A



Guac B

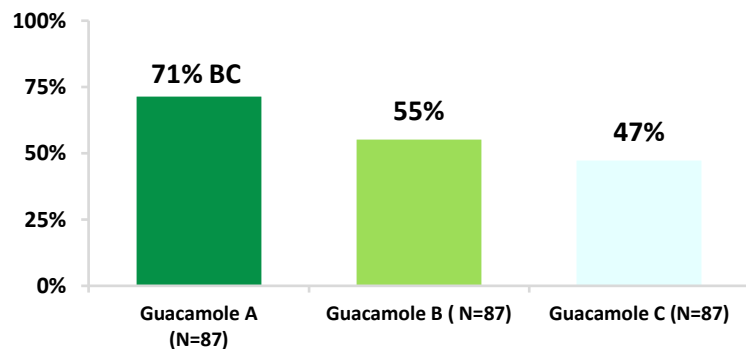


Guac C



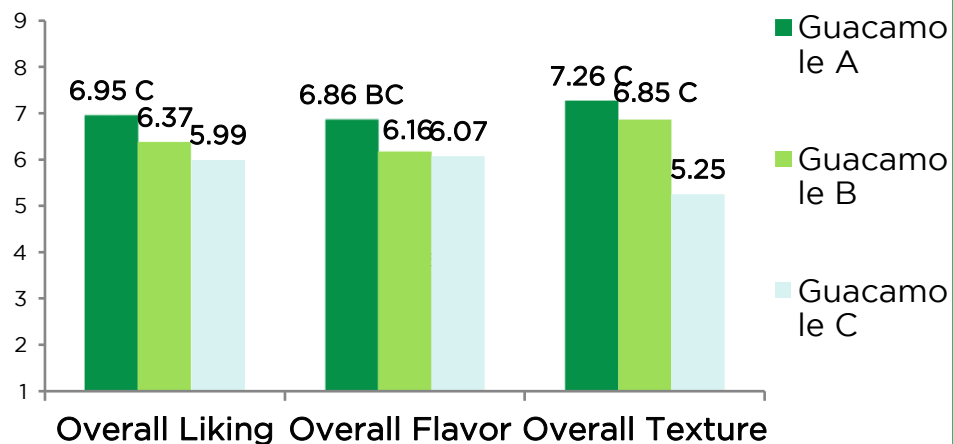
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o chip. Purchase Intent not in context of priced menu item

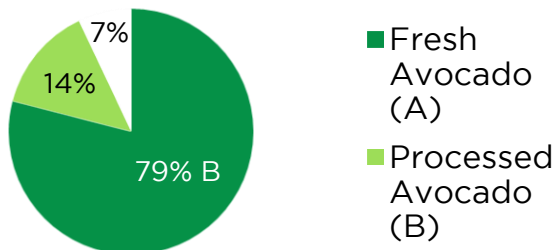
Liking/Flavor/Texture Ratings (Plain)



Significances are represented by Alpha Coding Uppercase ⇒ 95% CL



Preference



Fresh Avocado

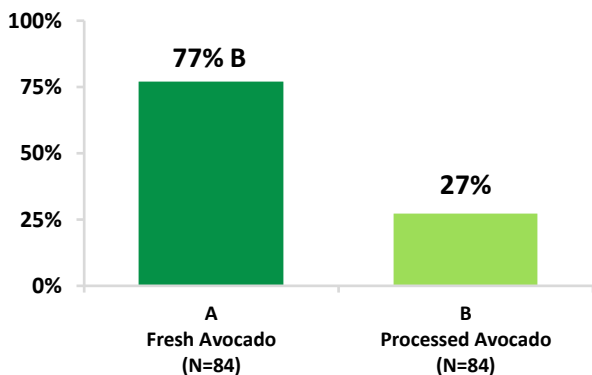


Processed Avocado



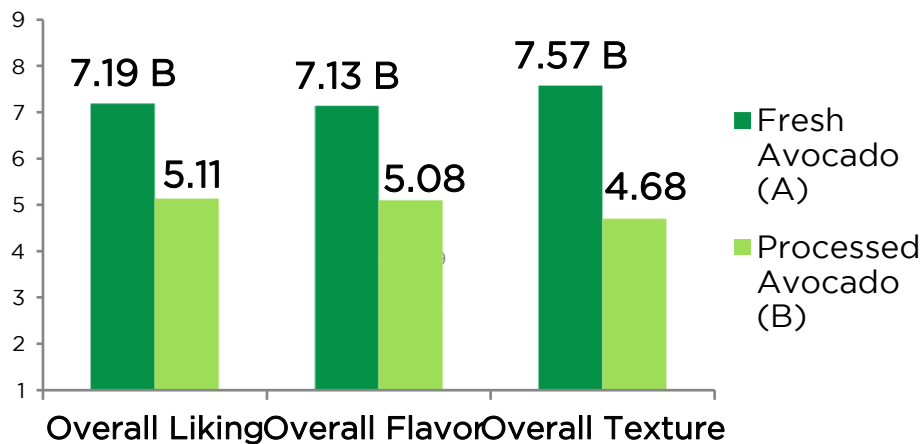
Purchase Intent* (Plain)

(Top 2 Box – Definitely/Probably Purchase)



*Plain = w/o toast. Purchase Intent not in context of priced menu item

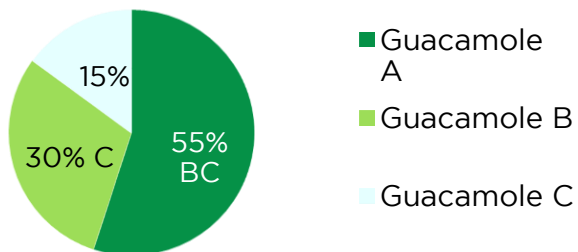
Liking/Flavor/Texture Ratings (Plain)



Significances are represented by Alpha Coding Uppercase ⇒ 95% CL



Preference



Guac A



Guac B

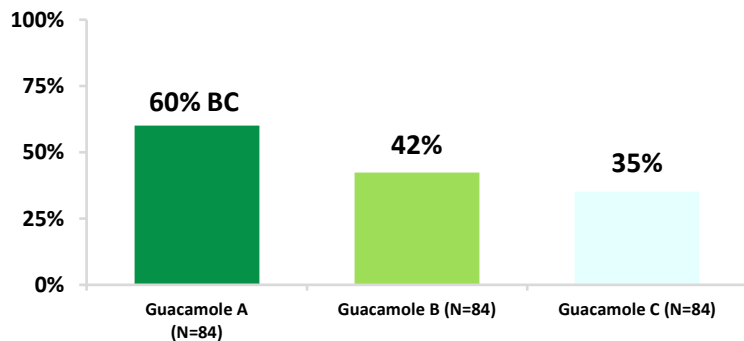


Guac C



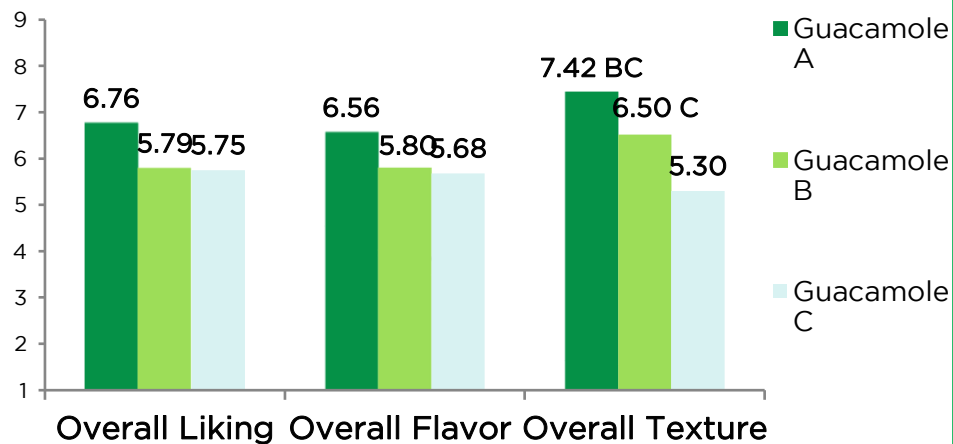
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o chip. Purchase Intent not in context of priced menu item

Liking/Flavor/Texture Ratings (Plain)

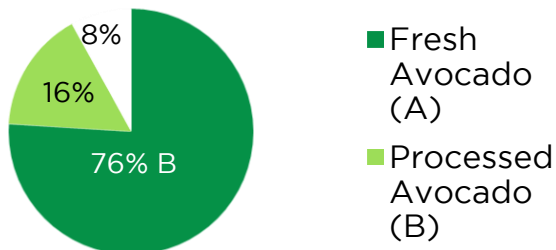


Overall Liking Overall Flavor Overall Texture

Significances are represented by Alpha Coding Uppercase ⇒ 95% CL



Preference



Fresh Avocado

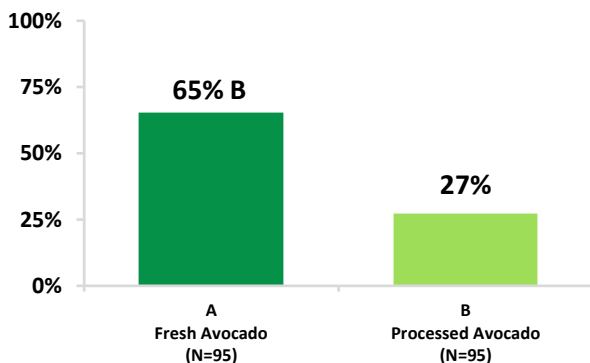


Processed Avocado



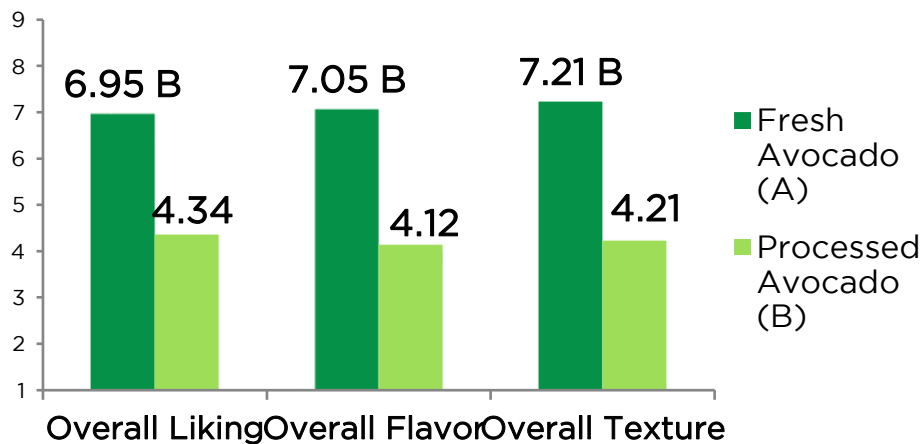
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o toast. Purchase Intent not in context of priced menu item

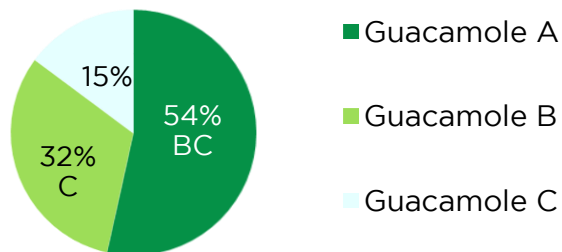
Liking/Flavor/Texture Ratings (Plain)



Significances are represented by Alpha Coding Uppercase ⇒ 95% CL



Preference



Guac A



Guac B

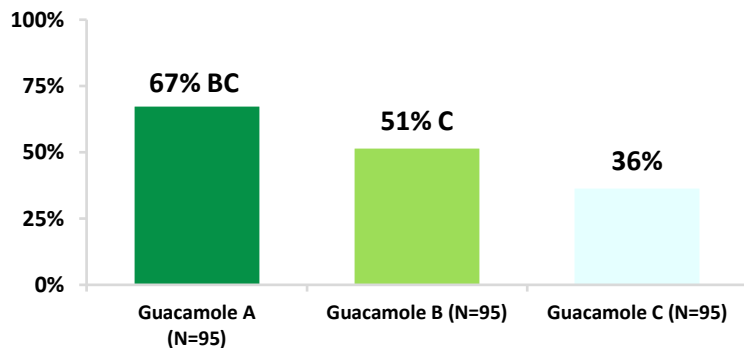


Guac C



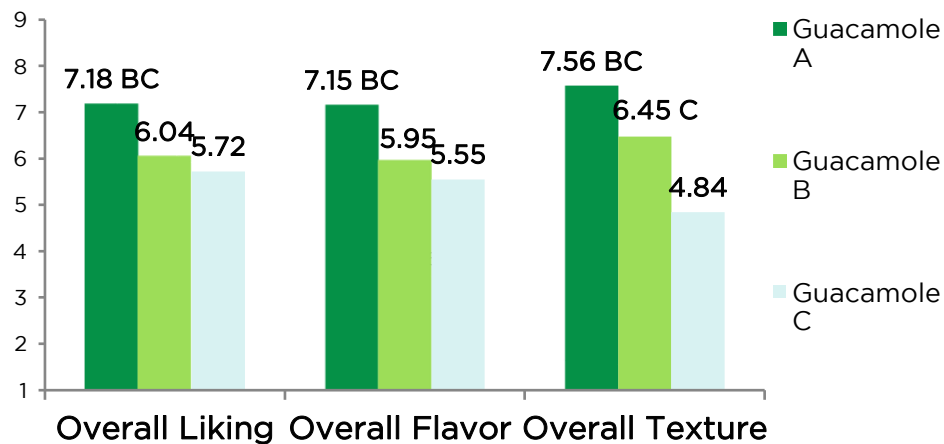
Purchase Intent* (Plain)

(Top 2 Box - Definitely/Probably Purchase)



*Plain = w/o chip. Purchase Intent not in context of priced menu item

Liking/Flavor/Texture Ratings (Plain)



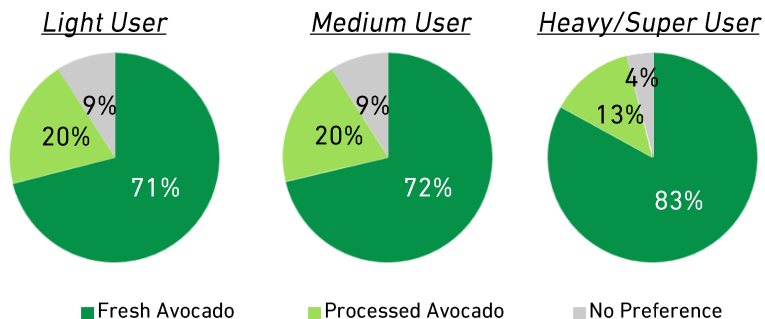
Significances are represented by Alpha Coding Uppercase ⇒ 95% CL

User-Type Profiles

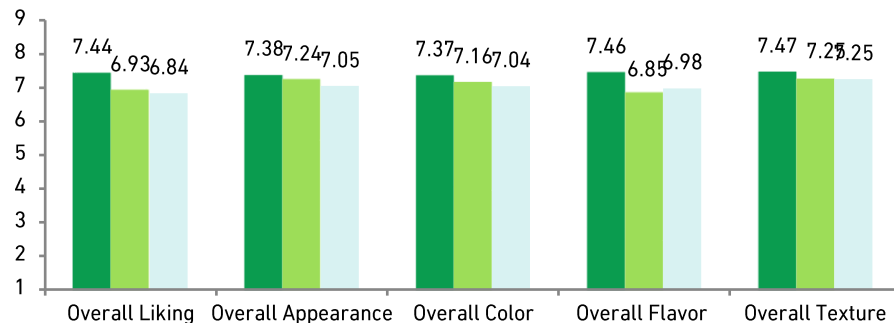
HEAVY/SUPER-SUER PROFILE AVOCADO PULP

- All user types overwhelmingly favor the fresh sample. Heavy/super users are significantly more likely than light and medium users to prefer the fresh sample.
- Heavy/super users give higher overall liking, flavor, and texture ratings to the fresh sample.
- Light and medium users also favor fresh pulp; but light users give higher ratings to the processed sample on appearance than color than other user types.

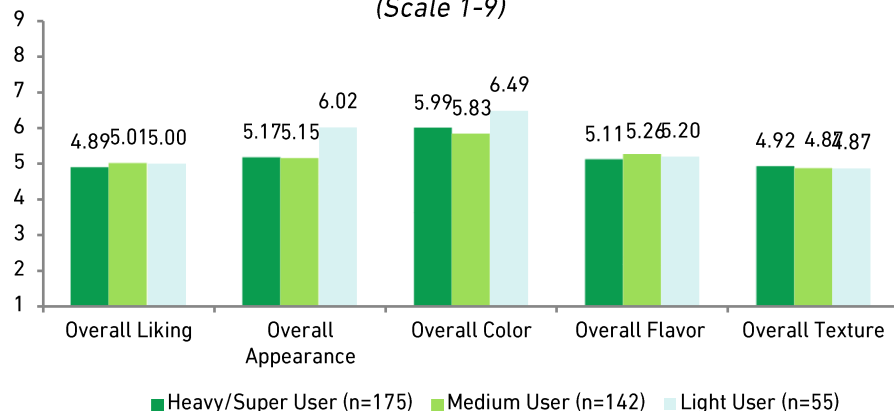
Avocado Pulp Preference by User Type



Attribute Means by User Type – Fresh
(Scale 1-9)



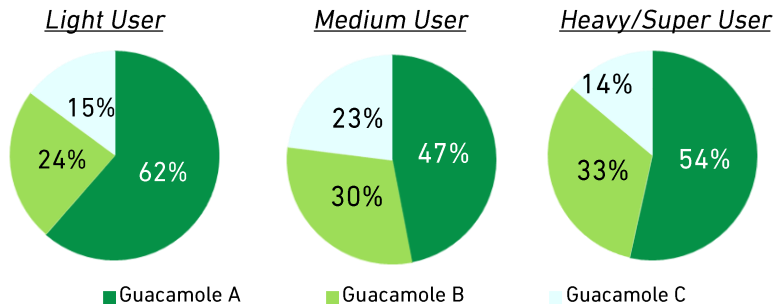
Attribute Means by User Type – Processed
(Scale 1-9)



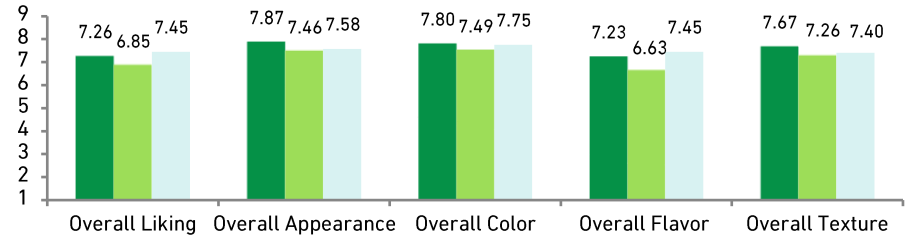
HEAVY/SUPER-USER PROFILE GUACAMOLE

- Plurality of all user types prefer the fresh guacamole sample, but light users show the most preference towards the fresh
 - Medium and heavy/super users show increased preference towards Guacamole B
- Heavy/super users give the fresh sample higher ratings on overall appearance and texture
- Heavy/super users deliver Guacamole C a particularly low rating on texture.

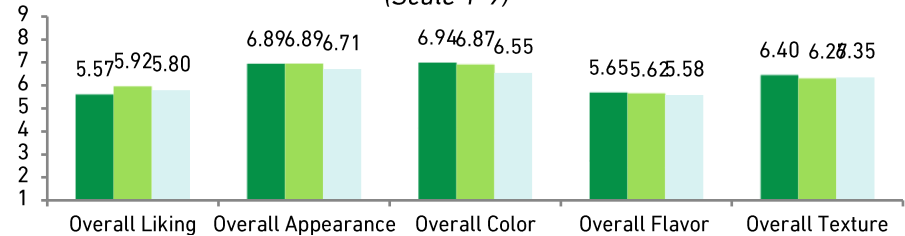
Avocado Pulp Preference by User Type



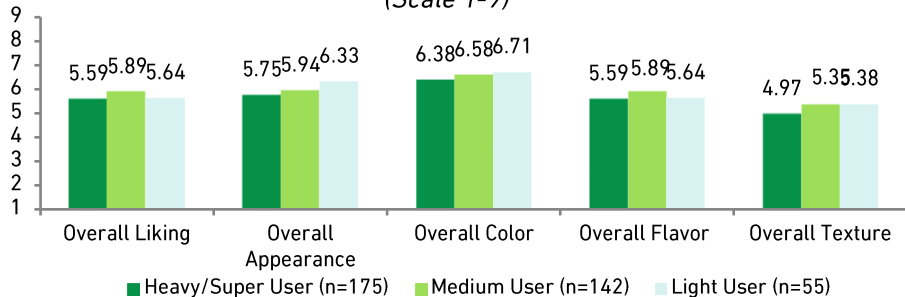
Attribute Means by User Type – Guac A
(Scale 1-9)



Attribute Means by User Type – Guac B
(Scale 1-9)



Attribute Means by User Type – Guac C
(Scale 1-9)



Supplemental Info

Gender	(n=372)
Male	44%
Female	56
City	(n=372)
Dallas	28%
Chicago	23
New York	26
Los Angeles	23
Age	(n=372)
18 – 25	14%
26 – 40	40
41 – 54	45
Income	(n=372)
Less than \$30k	11%
\$30k to less than \$50k	14
\$50k to less than \$70k	21
\$70k to less than \$90k	15
\$90k or more	34
Prefer not to say	5

Ethnicity	(n=372)
Caucasian	66%
African American	13
Hispanic	14
Asian/Other	6
Children	(n=372)
Children ages 0-3	11%
Children ages 4-6	12
Children ages 7-9	11
Children ages 10-12	14
Children ages 13-17	22
No children in home	54
Avo User Type	(n=372)
Light	14%
Medium	38
Super	35
Heavy	12

AVOCADO PULP QUESTIONS		SCALE
AVOCADO PULP		
Appearance	How much do you LIKE or DISLIKE the OVERALL APPEARANCE of this avocado?	(1-9 pt.) dislike extremely – like extremely
Color	How much do you LIKE or DISLIKE the COLOR of this avocado?	(1-9 pt.) dislike extremely – like extremely
Likeability	How much do you LIKE or DISLIKE this avocado OVERALL? (CONSUMERS TASTE HERE) What, if anything, did you LIKE about this avocado? What, if anything, did you DISLIKE about this avocado?	(1-9 pt.) dislike extremely – like extremely Open ended question Open ended question
Flavor	How much do you LIKE or DISLIKE the OVERALL FLAVOR of the avocado? How would you rate the OVERALL FLAVOR of the avocado?	(1-9 pt.) dislike extremely – like extremely (1-5 pt.) Much too weak – much too strong
Purchase Intent	How likely would you be to ORDER THIS avocado AT A RESTAURANT if it was available where you typically purchase avocado?	(1-5 pt.) Definitely would not buy – definitely would buy
Texture	How much do you LIKE or DISLIKE the OVERALL TEXTURE of this avocado? How would you rate the OVERALL TEXTURE of the avocado?	(1-9 pt.) dislike extremely – like extremely (1-5 pt.) Much too soft – much too firm
Creaminess	How would you rate the CREAMINESS of the avocado?	(1-5 pt.) Much too smooth – much too grainy
AVOCADO PULP ON TOAST		
Likeability of Flavor	How much do you LIKE or DISLIKE the OVERALL FLAVOR of the avocado?	(1-9 pt.) dislike extremely – like extremely
Balance of Flavor	How would you rate the BALANCE OF FLAVORS of the avocado?	(1-5 pt.) Not at all balanced – extremely balanced
Balance of Avocado	How would you rate the AVOCADO FLAVOR of the avocado?	(1-5 pt.) Much too weak – much too strong
Texture	How much do you LIKE or DISLIKE the OVERALL TEXTURE of this avocado? How would you rate the OVERALL TEXTURE of the avocado?	(1-9 pt.) dislike extremely – like extremely (1-5 pt.) Much too soft – much too firm
Preference	We would like you to think about the two plates of avocados that you just tasted for us. Please think of each plate of avocado alone and with toast as one sample. Now that you have tried both samples of avocado. which of the two samples did you prefer OVERALL?	Select one

GUACAMOLE QUESTIONS		SCALE
GUACAMOLE		
Appearance	How much do you LIKE or DISLIKE the OVERALL APPEARANCE of this guacamole?	(1-9 pt.) dislike extremely – like extremely
Color	How much do you LIKE or DISLIKE the COLOR of this guacamole?	(1-9 pt.) dislike extremely – like extremely
Likeability	How much do you LIKE or DISLIKE this guacamole OVERALL? (CONSUMERS TASTE HERE) What, if anything, did you LIKE about this guacamole? What, if anything, did you DISLIKE about this guacamole?	(1-9 pt.) dislike extremely – like extremely Open ended question Open ended question
Flavor	How much do you LIKE or DISLIKE the OVERALL FLAVOR of the guacamole? How would you rate the OVERALL FLAVOR of the guacamole?	(1-9 pt.) dislike extremely – like extremely (1-5 pt.) Much too weak – much too strong
Purchase Intent	How likely would you be to ORDER THIS guacamole AT A RESTAURANT if it was available where you typically purchase guacamoles?	(1-5 pt.) Definitely would not buy – definitely would buy
Texture	How much do you LIKE or DISLIKE the OVERALL TEXTURE of this guacamole? How would you rate the OVERALL TEXTURE of the guacamole?	(1-9 pt.) dislike extremely – like extremely (1-5 pt.) Much too soft – much too firm
Chunkiness/Smoothness	How would you rate the SMOOTHNESS/CHUNKINESS of the guacamole?	(1-5 pt.) Much too smooth – much too chunky
GUACAMOLE ON CHIP		
Likeability of Flavor	How much do you LIKE or DISLIKE the OVERALL FLAVOR of the guacamole?	(1-9 pt.) dislike extremely – like extremely
Balance of Flavor	How would you rate the BALANCE OF FLAVORS of the guacamole?	(1-5 pt.) Not at all balanced – extremely balanced
Balance of Avocado	How would you rate the AVOCADO FLAVOR of the guacamole?	(1-5 pt.) Much too weak – much too strong
Saltiness	How would you rate the SALTINESS of the guacamole?	(1-5 pt.) Not at all salty enough – much too salty
Sweetness	How would you rate the SWEETNESS of the guacamole?	(1-5 pt.) Not at all sweet enough – much too sweet
Onion Flavor	How would you rate the ONION FLAVOR of the guacamole?	(1-5 pt.) Much too weak – much too strong
Texture	How much do you LIKE or DISLIKE the OVERALL TEXTURE of this guacamole? How would you rate the SMOOTHNESS/CHUNKINESS of the guacamole?	(1-9 pt.) dislike extremely – like extremely (1-5 pt.) Much too smooth – much too chunky
Preference	We would like you to think about the three plates of guacamoles that you just tasted for us. Please think of each plate of guacamole alone and with toast as one sample. Now that you have tried all three samples of guacamole, which of the two samples did you prefer OVERALL?	Select one