

The Guac Breakdown

2019 GUACAMOLE PATRON STUDY HIGHLIGHTS



Avocados ^{From} Mexico®

◆◆◆ ALWAYS IN SEASON ◆◆◆

85% of study participants prefer *fresh Guacamole*



TEXTURE? CHUNKY OR SMOOTH? A LITTLE OF BOTH.

- » **64%** of study respondents said they prefer their guac mashed with some chunks
- » **27%** of the study respondents said they enjoy a smooth texture with no chunks



KEY INGREDIENTS. KEEP IT SIMPLE.

The study respondents indicated these are the top 6 ingredients for **guac that rocks**:

- » **77%** Lime juice
- » **70%** Onion
- » **69%** Cilantro
- » **63%** Garlic/garlic powder
- » **61%** Tomatoes
- » **56%** Sea salt



GUAC ON THE WILD SIDE.

48% of study respondents said they would try **Bacon** in their guacamole among less traditional ingredients. Other popular options are:

- » **40%** Black beans
- » **25%** Mango
- » **22%** Goat cheese
- » **22%** Pineapple



MENU PAIRINGS ↗

All that and a side of guac

There is an opportunity to satisfy consumer demand by pairing guacamole with certain dishes. The study participants said they would especially like to see more restaurants offer the items listed below with guacamole:

- » **57%** Tacos
- » **53%** Quesadillas
- » **51%** Burritos
- » **48%** Appetizers/dips
- » **48%** Wraps

HIGHER EXPECTATIONS

A whopping **78% of the study respondents** said they expect guacamole to be included in the price of Mexican handheld menu items.



GUACAMOLE PERCEPTIONS

Your VIP guests...

- » **69%** of the study participants indicated that guacamole is part of a growing trend
- » **66%** of the study participants indicated that guacamole is essential for the Big Game
- » **59%** of the study participants indicated they would like to experiment and try guacamole with non-traditional ingredients

80% of the study participants indicated that *guacamole* is good for special occasions like parties

AFM SEAL HAS APPEAL

The Avocados From Mexico Fresh Seal Program is a way for us to sponsor our Foodservice operators by letting them display their own custom Fresh Seal to show patrons their commitment to providing fresh avocados. After all, fresh ingredients are the #1 purchase-driving attribute the study respondents said they were willing to pay for.

75%

OF STUDY PARTICIPANTS
said they are more likely to visit a restaurant
where a fresh seal is displayed.

BELOW ARE EXAMPLES
OF OUR PAST FRESH SEAL
PARTNERSHIPS:





Drive Sales 365/24/SEVEN

PARTNERSHIP PROGRAM OPPORTUNITIES

- Menu Ideation
- Avocado Cart
- POS Creative
- Customized Programs

Avocados From Mexico are available **365/24/SEVEN**. This means we can develop a customized promotion any season.

To learn more about year-round opportunities with Avocados From Mexico, contact our team today or visit **AvocadosFromMexico.com/Foodservice**

Want to work with us?

Adding guacamole to your menu is an avocaDO for satisfying consumers' evolving tastes and expectations. Contact us today to discuss opportunities!

David Spirito
Senior Director,
Foodservice & Culinary
dspirito@AvocadosFromMexico.com

Vanessa Farris
Foodservice Sales Manager,
Chain Accounts
vfarris@AvocadosFromMexico.com

