



YOU ASK? WE DELIVER!

OPERATOR CHALLENGE

"People love guac, and that won't change, but it's not the new thing anymore, so I don't see it growing too much."
 —Operator Feedback*

AVOCADOS FROM MEXICO ANSWER

Shake things up! Guac is far more than just a dip and shines as a premium addition on more than just Mexican menus. Bring the flavor to new categories to keep it new and fresh!

*Technomic A&U Study 2019, Avocados From Mexico.

ONE GUAC RECIPE, MANY GUAC USES

GUAC AS IS

SOUTHWEST STEAK 'N' GUAC BOWL

Grilled, sliced steak served over cilantro-lime brown rice, with corn, tomatoes, black beans, caramelized onions, and a scoop of Avocados From Mexico's Master Guac.

ULTIMATE SMASH PATTY GUAC BURGER

Two, thin, smashed-style all-beef patties with American cheese, green leaf lettuce, tomato, Avocados From Mexico's Master Guac, and burger sauce on a fresh potato roll.

TURKEY BACON GUAC WRAP

Smoked sliced turkey, crispy bacon, lettuce, and tomato drizzled with creamy ranch dressing and a dollop of Avocados From Mexico's Master Guac, rolled up in a flour tortilla.

GUAC WITH A TWIST

BACONY BLUE CHEESE GUAC

Avocados From Mexico's Master Guac mixed with chopped crispy bacon, crumbled blue cheese, and tomatoes. The perfect creative accompaniment for Buffalo chicken tenders!

FAJITA FIESTA GUAC

Avocados From Mexico's Master Guac mixed with chopped roasted peppers, onions, black beans, and your diner's choice of grilled meat, served with a side of tortilla chips.

FRESH MED GUAC

Avocados From Mexico's Master Guac made with lemon juice instead of lime juice, then mixed with fresh parsley, mint, tomatoes, and cucumbers, served with crispy pita chips.



**GOLD-STANDARD
 GUACAMOLE**

MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS



ALWAYS FRESH ♦ ALWAYS DELICIOSO ♦ ALWAYS IN SEASON

VISIT US ONLINE FOR ALL THINGS AVO!

For these and more complete recipes, educational resources, insider tips and techniques, and to learn more about our industry-leading partnership program, head to AvocadosFromMexico.com/foodservice





GOLD MEDAL GUACAMOLE STARTS WITH FRESH AVOCADOS FROM MEXICO

This is our best-in-class guacamole recipe, made with the classic flavors of lime, onion, salt, and cilantro, plus a medium spice level from chopped jalapeños. Perfect for menu applications that call for a chunky-smooth avocado texture and the craveable flavor of classic Mexican guacamole. So, scoop, dollop, spread, or dip into the avo-value.



YOUR BUSINESS CASE

With base recipe ingredients directly sourced from our consumer-reported guac preference study, this recipe is a guaranteed flavor hit. It can be prepared in advance, as well as customized and made signature, which makes it easy to feature classic Mexican guac flavors across your menu.

CONSUMER APPEAL

Guac is the dip that started it all! This recipe is classic guac perfected, with the ideal taste, texture, and vibrance that only fresh avocados can provide.



MASTER GUACAMOLE

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and scoop 9 cups stage 5 Avocados From Mexico. Mash using large metal whisk or potato masher until chunky-smooth. With a rubber spatula, fold in 1/2 cup lime juice, 3 teaspoons kosher salt, 1 cup brunoised jalapeño peppers, 1 cup small-diced white onion, and 1/2 cup finely chopped cilantro. Transfer guacamole to a storage container, press plastic wrap directly on top of avocado to prevent air exposure, and store chilled until ready for service. (Makes 24, 1/2-cup servings)



TO PREPARE IN ADVANCE

Follow procedure above and hold tightly covered and chilled for up to 12 hours.



For more avocado prep and storage tricks, visit www.avocadosfrommexico.com/foodservice/its-that-easy

CONSUMER-TESTED MENU CONCEPTS*

According to Technomic Concept Scorecards, these three recipes demonstrated above-average craveability scores, suggesting these guacamole dishes could drive incremental traffic and bring fresh and fun guac flavors to your menu.

LOADED HASH BROWN GUACAMOLE

Avocados From Mexico's Master Guacamole mixed with crispy shredded hash browns, chopped bacon, and breakfast sausage, topped with pico de gallo and melty cheddar cheese. 63% percent of consumers would purchase this dish any time of year, and 30% on most visits!

- 129 Purchase Intent Index
- 140 Craveability Index
- \$5 Median Willingness to Pay



CHIMICHURRI GUACAMOLE

Avocados From Mexico's Master Guacamole mixed with black beans, roasted corn, fresh cilantro, parsley, and oregano with a touch of mild red pepper flakes. 56% percent of consumers think this would be a fresh order all year long!

- 118 Craveability Index
- \$6 Median Willingness to Pay

MARGARITA GUACAMOLE

Avocados From Mexico's Master Guacamole topped with bites of juicy chili-lime-spiced mango, and a splash of tequila blanco. With flavors this fun, it's no wonder 37% of consumers would order this on most visits.

- 126 Purchase Intent Index
- 121 Uniqueness Index
- \$6 Median Willingness to Pay



*All Statistics and Menu Scorecard Analyses sourced from Technomic Menu Concept Scorecard Screener, 2019, Avocados From Mexico.