



**YOU ASK? WE DELIVER!**

**OPERATOR CHALLENGE**

"[Guac] will remain in popularity, but people are looking for fresh and unique ways to add avocado to a recipe."  
 —Operator Feedback\*

**AVOCADOS FROM MEXICO ANSWER**

Smash it up! Deliver all the goodness of guac—the texture, the versatility, the familiarity, the health halo—but in a distinctly non-Mexican flavor profile, so that it becomes a fresh, new, and endlessly customizable avocado addition to any dish.

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

**ENDLESS INSPIRATION MADE EASY**

**SMASH AS IS**

**AVO TOAST'CHETTA**

Grilled Italian bread topped with Avocados From Mexico's Master Smash, seasoned roasted cherry tomatoes, fresh basil, mozzarella cheese, and a drizzle of balsamic vinegar.

**FRESH HARVEST AVO BOWL**

Spicy roasted sweet potatoes, chopped green apple, and garlicky greens served over a bed of quinoa, topped with Avocados From Mexico's Master Smash and crumbled goat cheese.

**AVO EGGS BENEDICT**

Toasted English muffins topped with thick-cut Canadian bacon and a heaping scoop of Avocados From Mexico's Master Smash, topped with poached eggs and a drizzle of hollandaise.

**SMASH WITH A TWIST**

**AVOCADO CHICKEN SALAD**

Extra-mashed Avocados From Mexico's Master Smash mixed with chopped apple, celery, red onion, parsley, and shredded rotisserie chicken. Try it in a wrap with lettuce and tomato!

**AVO SMASH GYRO**

Avocados From Mexico's Master Smash mixed with feta cheese, chopped tomato, and fresh herbs, served in a tender pita pocket with shaved gyro meat, yogurt sauce, lettuce, cucumber, and red onion.

**BEST-EVER CHEF SALAD**

Chopped crunchy lettuces with tender deli and cured meats, assorted cheeses, crispy veggies, and a scoop of Avocados From Mexico's Master Smash seasoned with prepared Italian dressing.



**BEST-IN-CLASS  
 AVOCADO SMASH**

**MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS**



**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](https://AvocadosFromMexico.com/foodservice)





## A BEST-IN-CLASS SMASH STARTS WITH FRESH AVOCADOS FROM MEXICO

This is our go-to avocado smash, perfectly seasoned with white wine vinegar and a bit of salt. With these neutral but flavorful ingredients and a versatile chunky-mashed texture, this avo smash is our favorite way to scoop, dollop, or spread the avocado goodness across any dish, any cuisine style.



### YOUR BUSINESS CASE

Our smash has the texture of guacamole without the Mexican flavor cues. It's versatile enough for a wide range of usage occasions and cuisine styles, and it's the perfect blank canvas to customize with any signature flavors or ingredients to use across dayparts and menu builds.

### CONSUMER APPEAL

Brings the craveable chunky-smooth texture of guacamole to dishes of all kinds, but with a neutral flavor profile that pairs with many cuisine styles, including in-demand global mashups and ever-popular avo toast.



### MASTER AVOCADO SMASH

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and dice 12 cups stage 4 Avocados From Mexico and place into a large metal mixing bowl. Add 1/4 cup white wine vinegar and 1-1/4 tablespoons kosher salt and fold with a rubber spatula until all avocado pieces are coated. This will help prevent oxidation. Using a large metal whisk or potato masher, lightly smash the mixture to achieve a proper chunky-smooth texture. Transfer smash 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](http://www.avocadosfrommexico.com/foodservice/its-that-easy)

## CONSUMER-TESTED MENU CONCEPTS\*

According to Technomic Concept Scorecards, our Steakhouse Taco has an above-average purchase intent compared to other lunch/dinner entrées, and our B.A.L.T. Burger had the highest appeal among our burger and sandwich concepts tested, making them both fantastic choices for full-time menu features.

### STEAKHOUSE TACO

Sliced grilled rib-eye steak topped with roasted garlic-seasoned Avocados From Mexico's Master Smash and crumbled blue cheese, with crispy and pickled red onions—all piled on a warm flour tortilla. A combined 69% of consumers would order this on some or most visits.

129 Purchase Intent Index  
 \$8 Median Willingness to Pay



### B.A.L.T. BURGER

A 100% all-beef patty topped with an herbed mayonnaise, Avocados From Mexico's Master Smash, crispy lettuce, sliced tomato, and hickory-smoked bacon—all on a freshly baked bun. No wonder two-thirds of consumers would crave this burger all year long!

126 Purchase Intent Index  
 \$7 Median Willingness to Pay

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