

*ENDLESS GUACABILITIES*

# GET *THE* GUAC ADVANTAGE

The latest in *GUAC INNOVATIONS* for Foodservice.





*THE SERVINGS*

# **DON'T HAVE TO BE BIG FOR THE GUAC**

*TO BE BOLD!*

Perk up your bar menu and amp up your appetizers with *INNOVATIVE FLAVORS, EXCITING TEXTURES*, and fun, new guacanapes formats for guacamole. From a guac that really pops to a cocktail-inspired shooter, these bites are great on their own or as a flight, or try them all as a bold guac sampler!

These dishes may be small, but with innovative recipes made with fresh Avocados From Mexico, they'll *DELIVER PREMIUM VALUE* and intrigue your diners all year long.



## **PALOMA** **GUACAMOLE SHOOTERS**

Drizzled with a tequila-spiked avocado hot sauce, a kick of Tajín, and tender, juicy grapefruit, these cocktail-inspired guac shooters are a bar-menu hit.

- » Prepare Paloma Guacamole by folding chopped grapefruit, grilled jalapeño, and fresh cilantro into a basic guacamole mash. Spoon into shot glasses and serve drizzled with Avocados From Mexico's signature Tequila-Lime Avocado Hot Sauce. Garnish each guacamole shot with a seasoned tortilla strip.



## **POPPING GUAC**

Savory-seasoned popping candies bring bold, tongue-tingling textures to our new popping guacamole.

- » Using plain, unflavored popping candies, prepare three flavored popping salts—one seasoned with dried cilantro, one with dried garlic and onion, and one with tomato powder. Place a heaping spoonful of mashed Avocados From Mexico into an amuse-bouche spoon and top with a mixture of the popping salts.



## **YUZU WASABI** **GUAC CANAPES**

Pan-Asian flavors collide in this crispy, creamy bite that features sweet-tart yuzu juice, spicy wasabi, and savory fried wonton crisps.

- » Prepare Yuzu Wasabi Guacamole by folding diced red bell peppers, yuzu juice, and wasabi paste into a basic guacamole mash. Top fried wonton chips with a dollop of prepared guacamole, black sesame seeds, and yuzu pearls.



**GET ALL OF THESE RECIPES AND MORE AT:**  
**[foodservice.avocadosfrommexico.com](https://foodservice.avocadosfrommexico.com)**



**BRING**

# ON THE FUSION

***REGIONAL CUISINES COLLIDE IN OUR CUTTING-EDGE GUACS!***

The classic Mexican flavor profile of guacamole is beloved, and the base is also perfect for a host of flavor fusion inspirations. Unique seasonal specialties and regional and global flavor mashups already inspire exciting and profit-driving LTOs and menu features, so up the ante and try our fresh, creative new takes on guac.

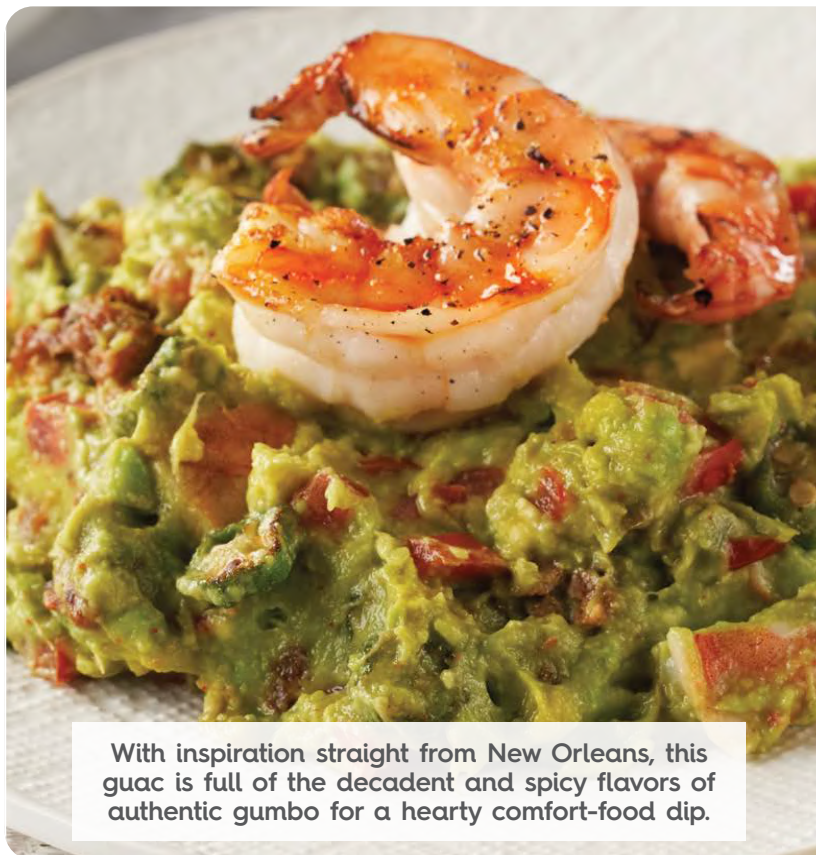
With Avocados From Mexico, you can excite your diners with the flavors they crave and add the premium value they'll pay for.





## NEW ORLEANS GUMBO GUAC

- » In a large bowl, combine 6 cups mashed Avocados From Mexico, 1-1/4 tablespoons liquid hickory smoke, and 1 tablespoon salt. Add 1-1/2 cups crumbled, cooked andouille sausage; 3/4 cup each chopped grilled shrimp, small-diced sautéed multicolor bell peppers, chopped tomatoes, and roasted okra; 1/3 cup fresh lime juice, 1-1/4 tablespoons salt, and 1/2 tablespoon cayenne pepper. Scoop 1/2 cup guacamole into a bowl, top with 2 whole grilled shrimp, and serve with grilled sourdough.  
(Yields 24 servings, 1/2 c. each).



With inspiration straight from New Orleans, this guac is full of the decadent and spicy flavors of authentic gumbo for a hearty comfort-food dip.

## JALISCO IN THE FALL

- » In a food processor, combine 6-1/4 cups mashed Avocados From Mexico and 1-1/2 cups goat cheese until smooth. Transfer to a mixing bowl and fold in 2-1/3 cups diced English cucumber, 1-1/2 cups pomegranate arils, 3 tablespoons fresh lemon juice, 2 tablespoons minced Mexican oregano, and 1/2 tablespoon salt. Scoop 1/2 cup guacamole into a bowl, top with 1 tablespoon goat cheese quenelle and 1 tablespoon pomegranate arils, and serve with toasted crostini.  
(Yields 24 servings, 1/2 c. each).



An elegant guac that showcases a trio of vibrant green, bright red, and soft white colors for a craveable plate appeal that's perfect for an autumn or holiday menu.



## ***NORTHEASTERN THANKSGIVING GUAC***

- » In a large bowl, combine 5 cups smashed Avocados From Mexico, 4 cups small-diced roasted acorn squash, 2 cups chopped green apples, 1-1/4 cups dried cranberries, 3 tablespoons apple cider vinegar, and 1 tablespoon salt. Scoop 1 heaping cup guacamole into a roasted, halved, and scooped-out acorn squash “bowl” and top with 1/4 cup roughly chopped toasted walnuts. (Yields 24 servings, 1/2 c. each).



New England-inspired flavor twists and an exciting new service format makes this a Thanksgiving menu-worthy guacamole!

## ***SPICY BUFFALO GUAC***

- » In a large bowl, mash 6 large Avocados From Mexico. Fold in 1/2 cup each diced white onion and diced, seeded tomato; 3 tablespoons chopped jalapeño; and 1 teaspoon salt. Divide guacamole into serving bowls and top each with 2 tablespoons each Buffalo-style hot sauce and crumbled blue cheese, and 1 tablespoon sliced celery. (Yields 24 servings, 2 T. each).



We've translated the iconic flavors of Buffalo wings into a guacamole dip that is great on game day or as an anytime appetizer and snack.

## ***ROCKY MOUNTAIN BREAKFAST GUACAMOLE***

- » In a mixing bowl, combine 8-1/2 cups smashed Avocados From Mexico, 2 cups cooked, diced ham; 1-1/3 cups diced sautéed red and yellow peppers; 1/4 each cup small diced red onion and lime juice; and 1-3/4 tablespoons salt. Place 1 cup fried potato tots into a bowl, cover with 1/2 tablespoon warmed queso sauce, 1/2 cup guacamole, 1 fried egg, and a sprinkle of chopped parsley. (Yields 24 servings, 1/2 c. each).



When the flavors of a classic Denver omelet are blended into a hearty tot-and-egg topper, guac for breakfast becomes a delicious and decadent idea.



**FRESH,**

# **FUN, SUPER-PREMIUM FLAVOR FLAIR**

*EVERY HOLIDAY, SEASON, AND CORNER OF THE COUNTRY CAN PROVIDE INSPIRATION FOR A FRESH FLAVOR FUSION OF GUACAMOLE. CHECK OUT THESE PREMIUM MENU THOUGHT STARTERS TO MAKE A BOLD SIGNATURE STATEMENT:*



## **MILLION DOLLAR MAINE LOBSTER GUAC**

With lemon, tarragon, and a heaping mound of butter-poached lobster.



## **SUMMER IN THE SOUTH GUACAMOLE**

With grilled Georgia peaches and toasted pecans, drizzled with bourbon-spiked mint julep vinaigrette.



## **BOOM! FOURTH OF JULY GUACAMOLE**

With strawberries, goat cheese, and blueberries, finished with a sprinkle of salted popping crystals.



## **SPARKLING NEW YEAR'S GUACAMOLE**

With a touch of fizzy, sweet Prosecco, strawberries, and edible gold leaf.



## **GOT GUAC?**

Find these recipes at [AvocadosFromMexico.com/Foodservice](https://www.avocadosfrommexico.com/foodservice) or browse our entire recipe collection, guac how-tos, handling techniques, and all things Avocados From Mexico.





MAKE

# IT HEARTY

## *FROM GUACAMOLE TO GUACAMEAL*

Guacamole is super versatile when it comes to flavors and forms. And when you add hearty, indulgent, and protein-rich meats into the mix, it is poised to shine at even more meal occasions. Whether you serve these meaty guacamoles as a shareable app, on your bar menu as an early evening or late-night snack, or even feature these guacs as a full-on meal, these recipes will delight your diners and add premium value across the menu.





## CHICAGO-STYLE GUAC DOG

Guacamole becomes the perfect premium carrier for the iconic flavors of the Chicago-style hot dog.

- » In a large mixing bowl, smash 9 Avocados From Mexico. Mix in 1 cup each small-diced tomatoes and white onion, 1/3 cup each chopped sport peppers and dill pickle relish, and 1-1/2 tablespoons celery salt. Place 1 steamed all-beef hot dog into a steamed poppy seed bun, smear 1/2 cup of guacamole along the length of the hot dog, and garnish with a dill pickle spear and a drizzle of yellow mustard. (Yields 24 servings, 1/2 c. each).



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## MIDNIGHT PIZZA GUAC

When the late-night cravings strike your diners, be ready with our superindulgent supreme pizza-inspired guacamole.

- » In a mixing bowl, fold together 7-1/2 cups smashed Avocados From Mexico; 1-1/4 cups shredded parmesan cheese; 1 cup sliced roasted white button mushrooms; 1/2 cup each cooked crumbled Italian sausage, sliced black olives, small-diced green bell peppers, and small-diced Roma tomatoes; and 2-1/2 tablespoons each roughly chopped sautéed pepperoni, dried oregano, onion powder, and red chili pepper flakes. Scoop 1/2 cup guacamole into a bowl and top with 2 tablespoons shredded mozzarella cheese. Serve with garlic breadsticks. (Yields 24 servings, 1/2 c. each).





# STEAKHOUSE GUACAMOLE

Straight from the steakhouse, this guacamole is seasoned with smoky Montreal Style spice, fried capers, and charred ribeye steak.

- » In a mixing bowl, combine 8-1/2 cups mashed Avocados From Mexico, 1 cup each chopped parsley and chopped fire-roasted red bell peppers, 1/2 cup each fresh lemon juice and chopped, charred red onion, 2-3/4 tablespoons cracked black pepper, 2 tablespoons chopped roasted garlic, and 1-3/4 tablespoons Montreal Style steak seasoning. Scoop 1/2 cup guacamole into a bowl and top with 1/4 cup diced steak, 1 teaspoon fried capers, a sprinkle of steak seasoning, and a grilled lemon wedge garnish. Serve with plantain chips. (Yields 24 servings, 1/2 c. each).



# KOREAN BARBECUE GUAC

Sweet and savory Korean-marinated beef, pickled crisp vegetables, and crunchy fried garlic chips make this Asian-inspired guacamole a flavor and texture treat.

- » Deep fry 1/4 cup thinly sliced garlic in 350°F canola oil until golden brown. Set aside. In a mixing bowl, combine 6 cups mashed Avocados From Mexico, 3 cups small-diced bulgogi-marinated skirt steak, 1-1/2 cups each minced carrots and minced red cabbage, 1/3 cup minced cilantro, 2-1/2 tablespoons rice wine vinegar, and 1 tablespoon salt. Scoop 1/2 cup guacamole into a bowl, top with 1/2 tablespoon chopped kimchi, 1/2 teaspoon reserved garlic chips, and serve with puffed rice chips. (Yields 24 servings, 1/2 c. each).



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# GUACOPEDIA

## *GIVE GUAC THE GREEN LIGHT!*

Saying **"YES!"** to guac on the menu is easy with our tips, tricks, hacks, and how-tos for back of house. We can help you identify the right size avocado for your establishment's needs and provide you with fresh menu ideas all year long. We can even help you become more efficient with guac preparation. Whether you are just getting started or are ready to take your guac program to the next level, Avocados From Mexico is your trusted resource for all things guacamole. We've got the avo answers.





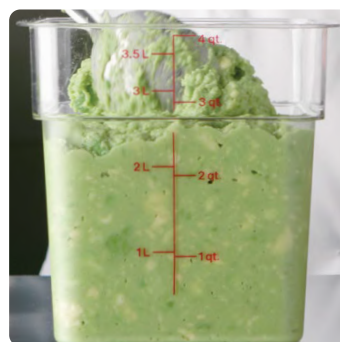
# LARGE BATCH GUACAMOLE BASE:

*WITH THIS RECIPE AND OUR TIPS FOR STORAGE, YOU CAN  
KEEP GUAC FRESH AND FLAVORFUL FOR UP TO THREE DAYS!*



## STEP 1

Halve, pit, and scoop 5 pounds of Avocados From Mexico into a very large metal mixing bowl.



## STEP 4

Transfer guacamole base into a 4- to 6-quart container, smoothing as you go to eliminate any air pockets. Tap the container against work surface to dislodge any remaining air bubbles.



## STEP 2

Using a large potato masher, smash avocados the mixture is chunky until smooth.



## STEP 5

Wrap container tightly with plastic wrap, pressing and smoothing plastic directly against the surface of the guacamole to seal from air.



## STEP 3

Add 3/4 cup fresh lime juice, 2 tablespoons salt. Using a large spoon or spatula, mix until well combined.



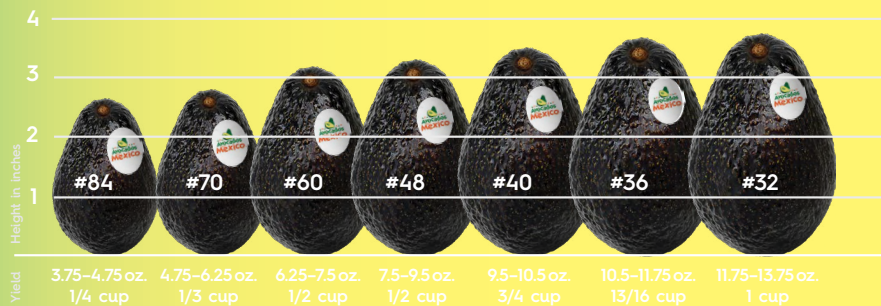
## STEP 6

Once tightly sealed, label container with date and time, and place in the refrigerator to hold for up to 72 hours. When ready to use, mix in any other ingredients or flavors you'd like.



# SOURCING THE RIGHT SIZE AVOCADO

*FROM MINI SIZES TO LARGER FRUIT, SELECTING THE RIGHT SIZE FOR YOUR GUACAMOLE PROGRAM CAN MAKE A DIFFERENCE*



Do you prepare your batches back of house? Consider a smaller avocado—the pit tends to be smaller and can provide a larger yield.

Preparing tableside guac or like to showcase your fresh ingredients? Go for medium to large avocados. Size 40s–36s are a great choice.

## A SIMPLE GUACAMOLE BASE IS YOUR BLANK CANVAS!

*LET US HELP YOU IMAGINE THE GUACABILITIES FOR YOUR MENU.*

Guacamole made with Avocados From Mexico is always in demand and endlessly versatile. Make our Large-Batch Guacamole Base in advance, and you'll be prepped and ready to add premium value, fresh flavor, and avo excitement across the menu all year long. Just add the following to our Large-Batch Guacamole Base for a flavor-packed punch.



### WINTER

White onion, pomegranate, serrano peppers, and a touch of cayenne



### GUAC BURGER

Jalapeño and red onion (featured on a loaded burger build)



### SPRING

Fresh chives, queso fresco, Cotija cheese, and more lime juice



### GUAC BREAKFAST

Ham, bell peppers, and onion (featured on a breakfast tot bowl with queso and a fried egg)



### SUMMER

Red onion, jalapeño, tomatillos, mangos, cilantro, and Cotija cheese



### GUAC BAR BITES

Onion and cilantro (featured slider style, with candied bacon, cherry tomatoes, and arugula)



### FALL

White onion, chopped bacon, and crumbled chicharrones



### GUAC CONCESSIONS

Chopped sport peppers, sweet relish, white onion, and celery salt (featured on a steamed all-beef hot dog)



# 2019 GUACAMOLE PATRON STUDY HIGHLIGHTS

## *THE GUAC REPORT*





85% OF CONSUMERS

# PREFER FRESH GUACAMOLE

## CHUNKY OR SMOOTH? A LITTLE OF BOTH!

**64%** prefer their guac  
mashed with some chunks

**27%** enjoy a smooth  
texture with no chunks



## KEY INGREDIENTS? KEEP IT SIMPLE.

Here 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 respondents 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

According to consumers, certain dishes should always be  
paired with guac. These main dishes include:

**57%** Tacos

**48%** Appetizers/dips

**53%** Quesadillas

**48%** Wraps

**51%** Burritos

## HIGHER EXPECTATIONS

A WHOPPING **78% OF RESPONDENTS SAID THEY  
EXPECT GUACAMOLE TO BE INCLUDED IN THE  
PRICE OF MEXICAN HANDHELD MENU ITEMS.**



# GUACAMOLE PERCEPTIONS

## OF YOUR VIP GUESTS...



**69%** believe guacamole is part of a growing trend

**66%** believe guacamole is essential for the Big Game

**59%** would like to experiment and try guacamole with non-traditional ingredients

**80%** AGREE 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's 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.



# ***DRIVE SALES 365/24/SEVEN***

## **PARTNERSHIP PROGRAM OPPORTUNITIES**

- » Menu Ideation
- » POD Creative
- » Avocado Cart
- » Customized Programs

Avocados From Mexico are available 365/24/SEVEN.  
We can develop a customized promotion for any season.

To learn more about year-round opportunities with  
Avocados From Mexico, contact our team today or visit  
[Foodservice.AvocadosFromMexico.com](http://Foodservice.AvocadosFromMexico.com)



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## ***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 new opportunities!

**DAVID SPIRITO**  
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