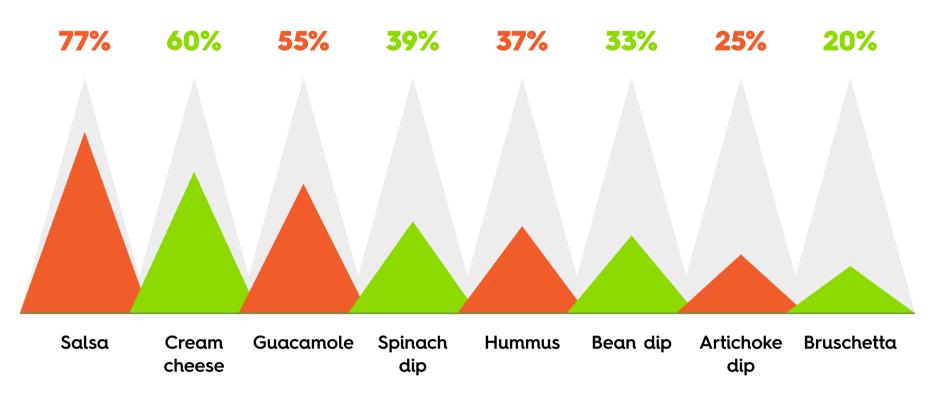
Why Avocados and Guacamole ARE POPULAR MEAL ADDITIONS



Fresh avocados and guacamole are popular add-ons for consumers because of their "health halo" and ability to enhance the flavor and texture of meals.¹

Among various spreads, dips, and sauces, 55% of consumers consume guacamole.

Spreads/dips/sauces consumed at home or away from home in the past 6 months:²

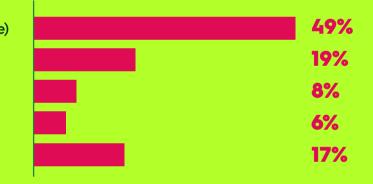


HOW CONSUMERS ARE PURCHASING AVOCADO AND GUACAMOLE

Consumer avocado-usage frequency:³



Frequently (about once every two weeks or more) Occasionally (about once a month) Infrequently (a few times a year) Rarely (once or twice a year) Never (doesn't use avocados)



OVER 86% OF PATRONS are very likely or somewhat likely to order guacamole for delivery, WHILE 80% would add sliced avocados to an order.³ Consumers consider including avocados in their meals for additional flavor and health benefits.³

Grilled chicken sandwiches, quarter-pound cheeseburgers, and Santa Fe turkey wraps are the top items consumers are likely to purchase from fast-casual restaurants for lunch if an avocado add-on option is available.¹

Top food items with avocados included:³

TACOS (guacamole and avocado slices) SALAD (guacamole and avocado slices) HAMBURGER (avocado slices) CHIPS (guacamole) SANDWICHES (avocado slices) BURRITO (guacamole) TOAST (mashed avocado and avocado slices) QUESADILLA (guacamole)



Sources: 1. AFM Patron Research Report, April 2016. 2. AFM The Away-From-Home Guacamole Patron, March 2019. 3. AFM Delivery Research, June 2020.