

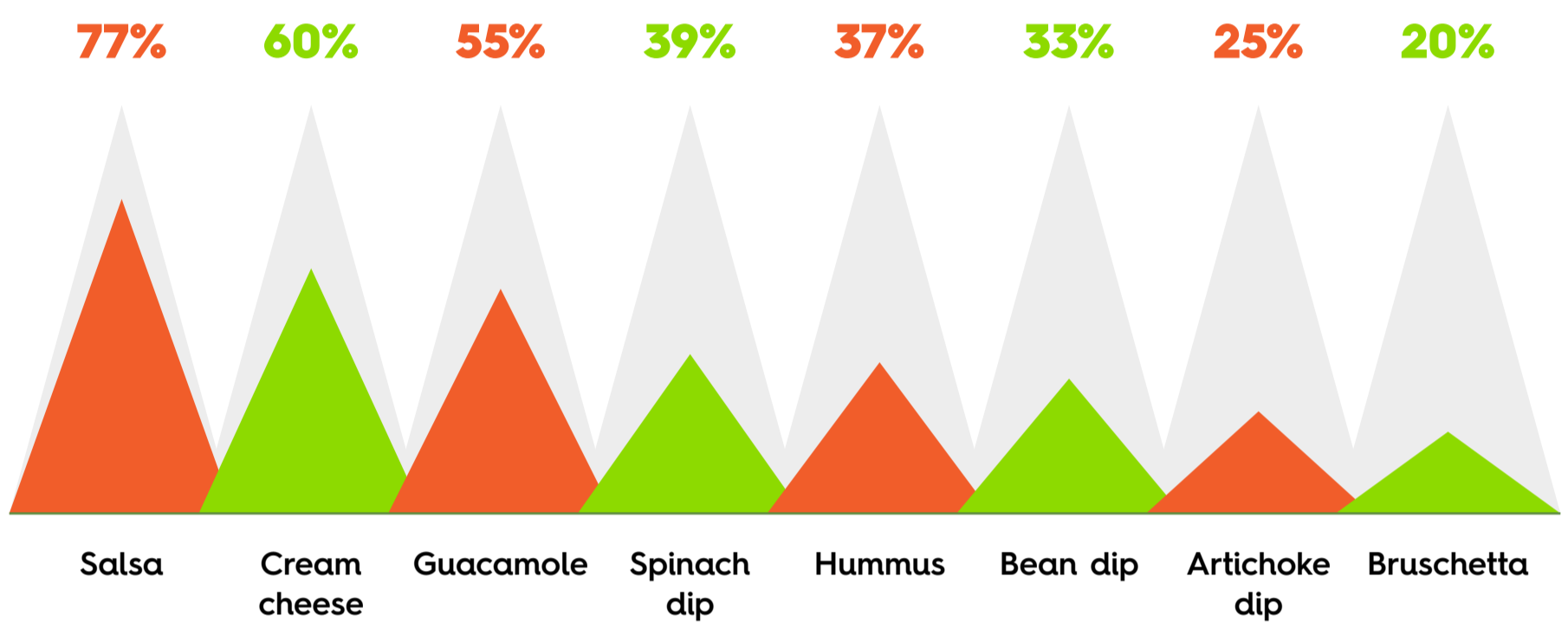
# Why Avocados and Guacamole ARE POPULAR MEAL ADDITIONS



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.<sup>1</sup>

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:<sup>2</sup>



## HOW CONSUMERS ARE PURCHASING AVOCADO AND GUACAMOLE

### Consumer avocado-usage frequency:<sup>3</sup>



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

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.<sup>1</sup>

### Top food items with avocados included:<sup>3</sup>

- 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)

