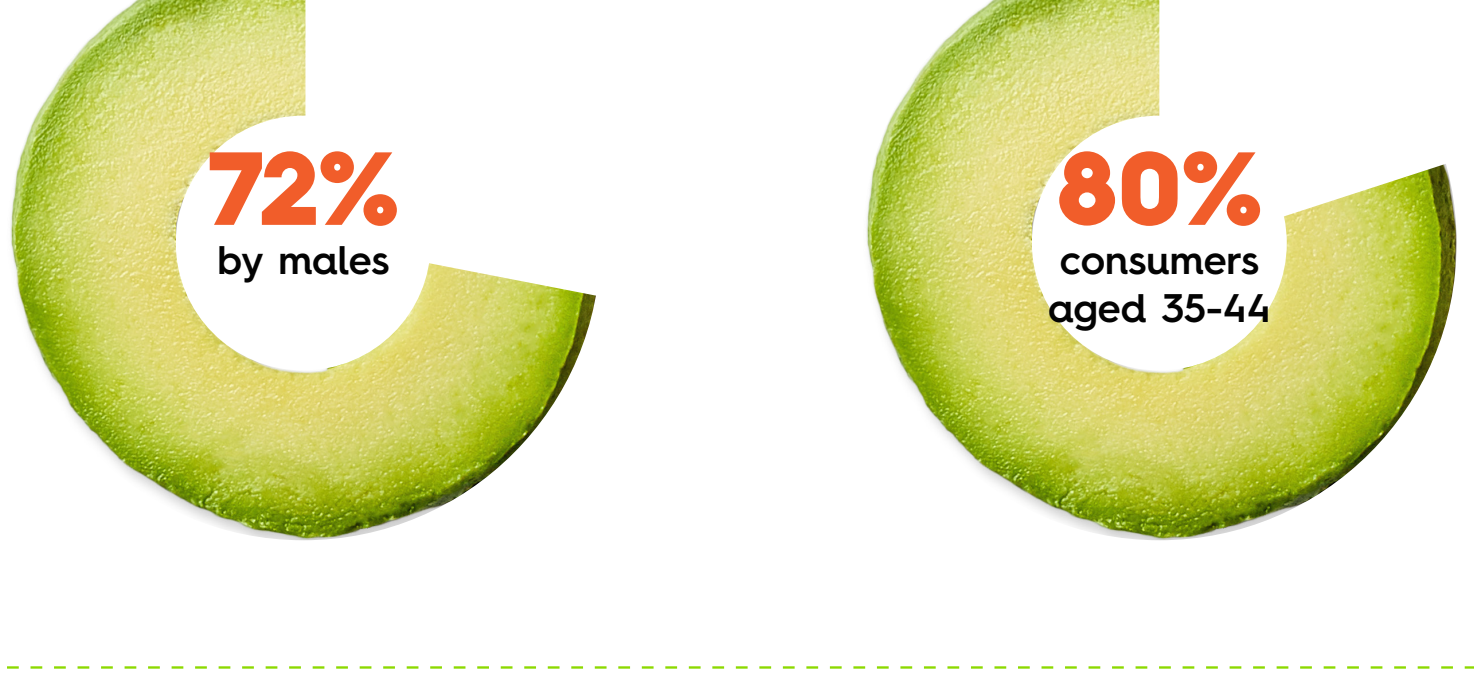


How foodservice patrons RELATE AVOCADOS TO HANDHELDS AND CONVENIENCE

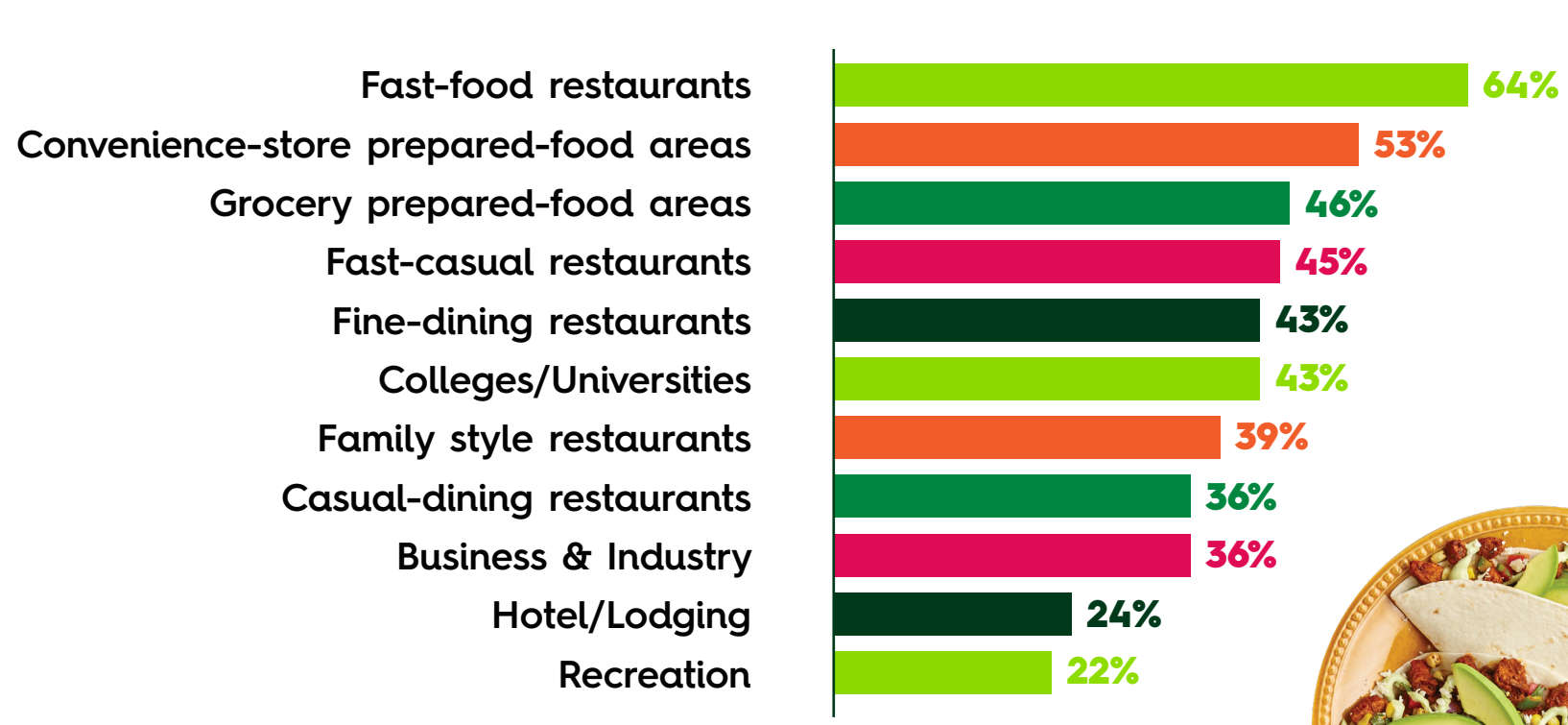
In general, handheld orders are higher at locations that offer faster, more convenient dining experiences.¹

WHERE PEOPLE ARE BUYING HANDHELDS¹

Non-restaurant segments play a key part in handheld sourcing and selection, with fast-food purchases largely driven by:



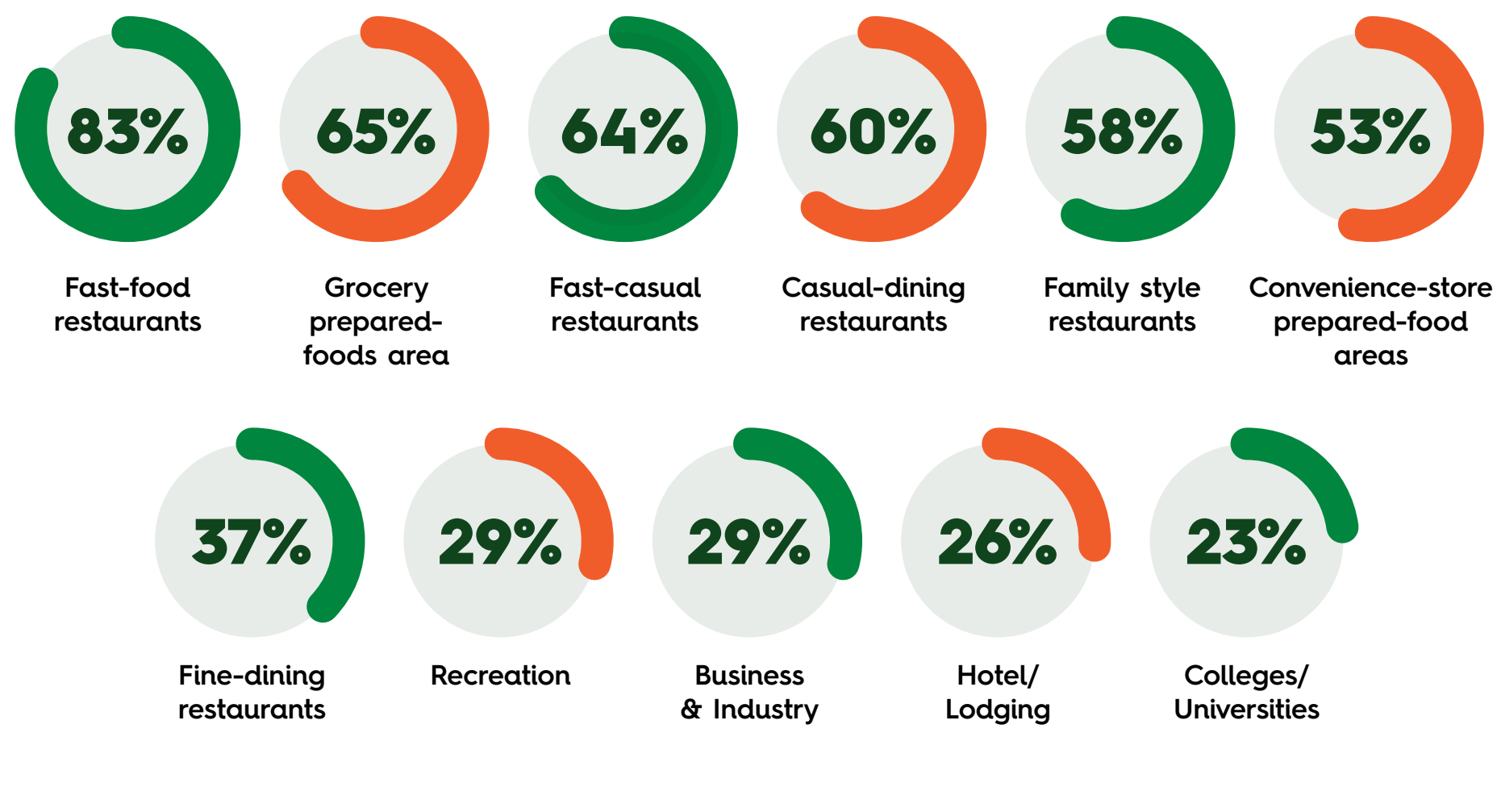
Handheld purchase location: (shoppers who buy once a week or more)¹



WHERE HANDHELDS ARE ORDERED

Avocado and guacamole likers are heavier foodservice users than the average consumer.

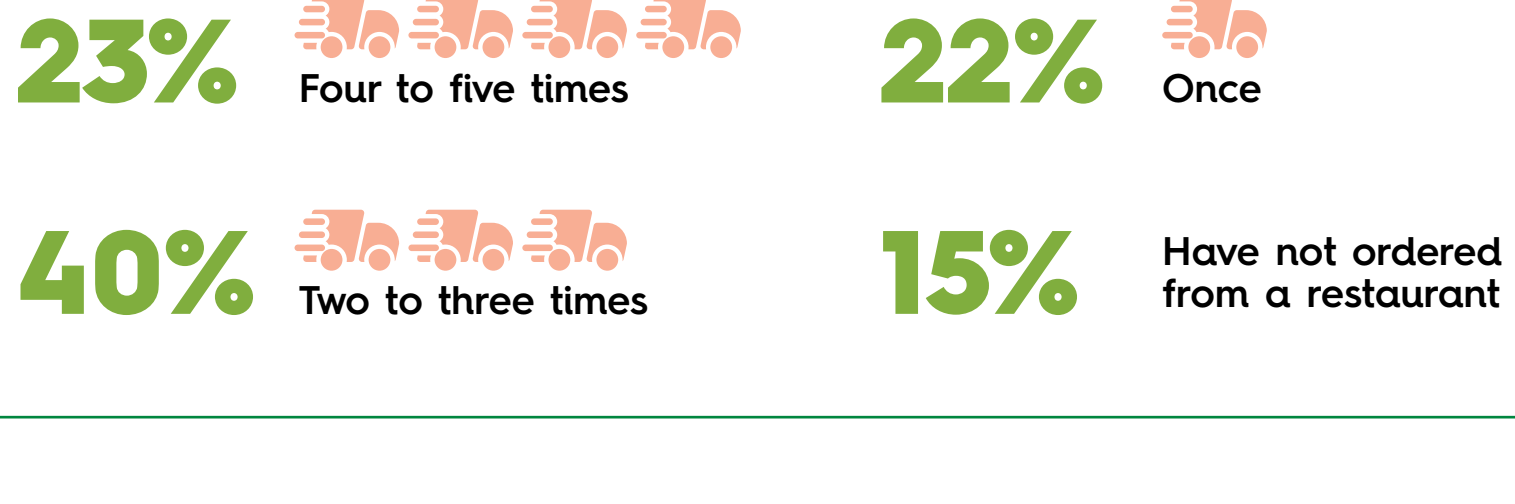
Monthly foodservice visits: (consumers who order avocados once a month)¹



CONSUMER MEAL DELIVERY/CURBSIDE PICKUP FREQUENCY²

OVER 63% of consumers ordered curbside pickup or delivery two times or more during the last two weeks.²

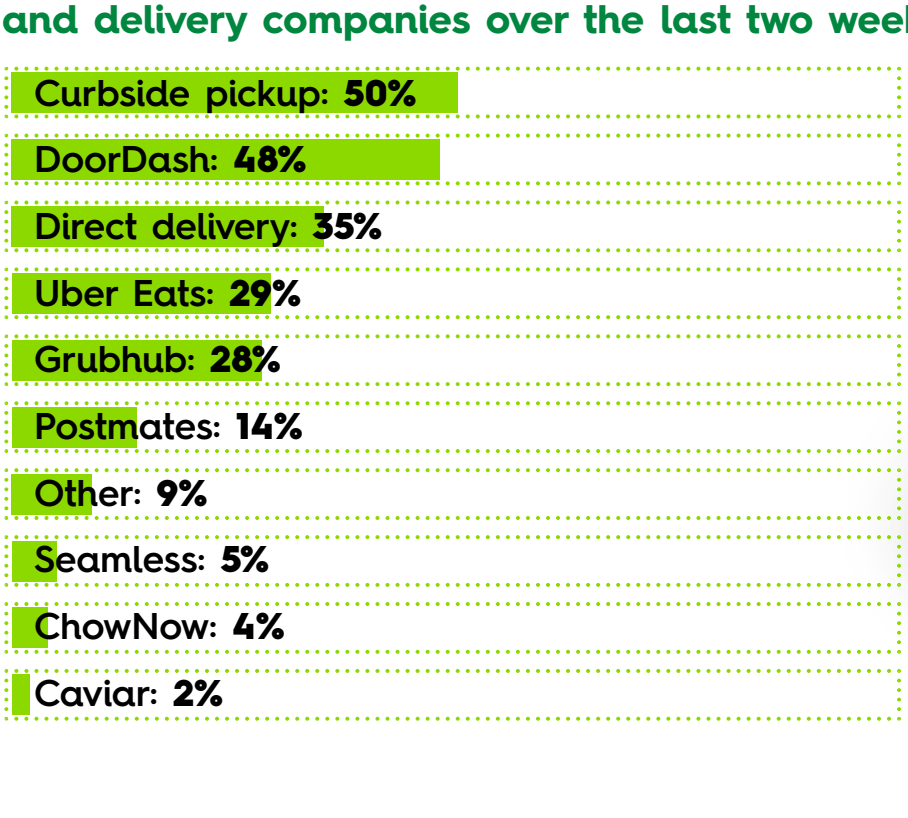
Delivery/curbside pickup frequency over the last two weeks:²



CONSUMER RESTAURANT TAKEOUT METHODS AND DELIVERY COMPANIES

Half of consumers ordered curbside pickup, followed by delivery from DoorDash. **76% OF PATRONS WERE VERY SATISFIED** with their meal.²

Consumer restaurant takeout methods and delivery companies over the last two weeks:²



AVOCADO PACKAGING/DELIVERY IDEAS

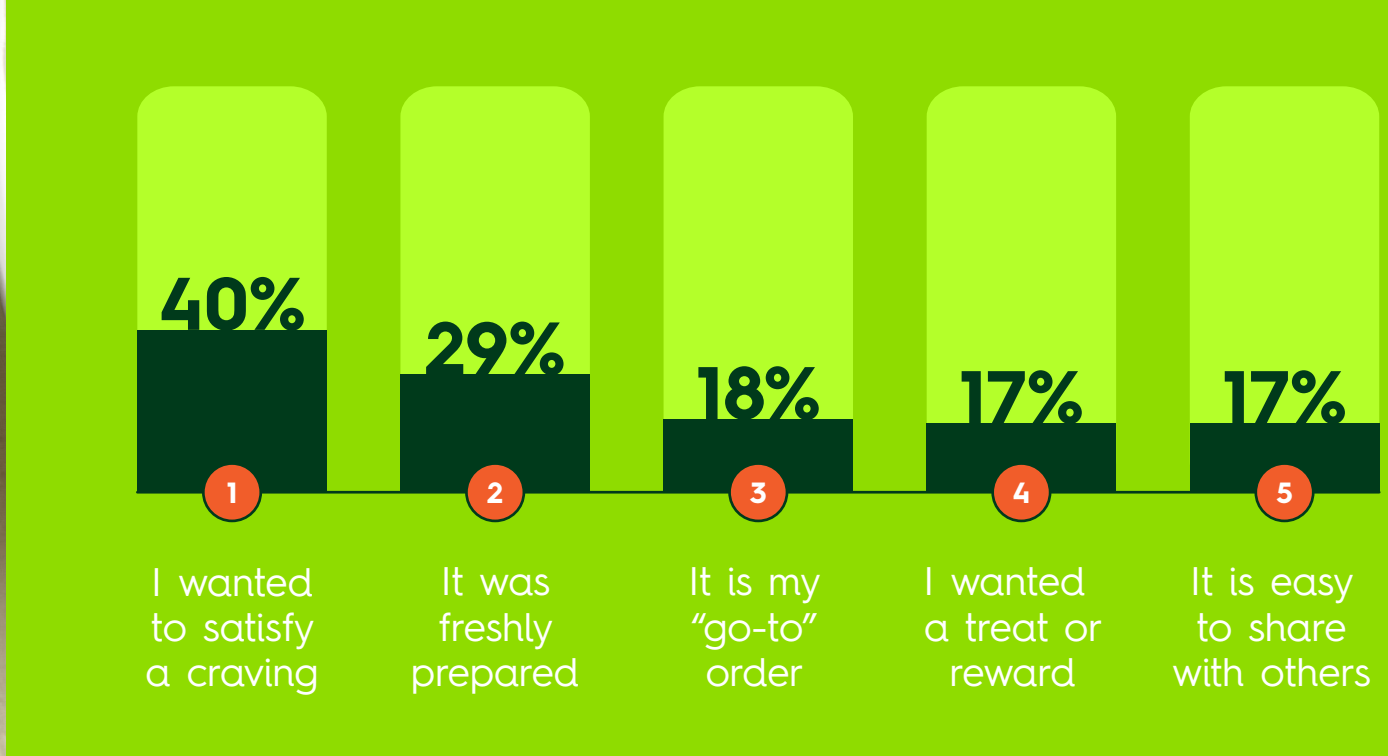
OVER 50% of consumers are interested in easy solutions to ensure a high-quality eating experience, such as keeping avocado or guacamole cold during delivery, and separate from other food items in an order.²

Consumer avocado packaging/delivery ideas:²



Top Reasons Why Patrons Order Guacamole

Two-fifths of consumers (40%) report most recently ordering guacamole to satisfy a craving. The top reasons patrons give for ordering guacamole at a restaurant are:³



Why patrons would include avocados or guacamole to their delivery/pick-up order:²

Taste & Delivery

"I think guacamole is delicious and travels well."

"It adds flavor to the meal, and it cannot be broken. Smushed or nicely cut avocado is delicious!"

Meal Enhancer

"Makes the meal feel special with avocado added."

Health

"I am into healthy eating and this is a healthy fat and I like the way it tastes."

For more information and ways to grow your business, contact your AFM regional director.



Sources: 1. AFM Handheld Research Study, July 2020 (n=1,190). 2. AFM Delivery Research, June 2020 (n=200 consumers; 8 Foodservice Operators). 3. AFM The Away-From-Home Guacamole Patron, March 2019 (n=1,500 restaurant patrons).