

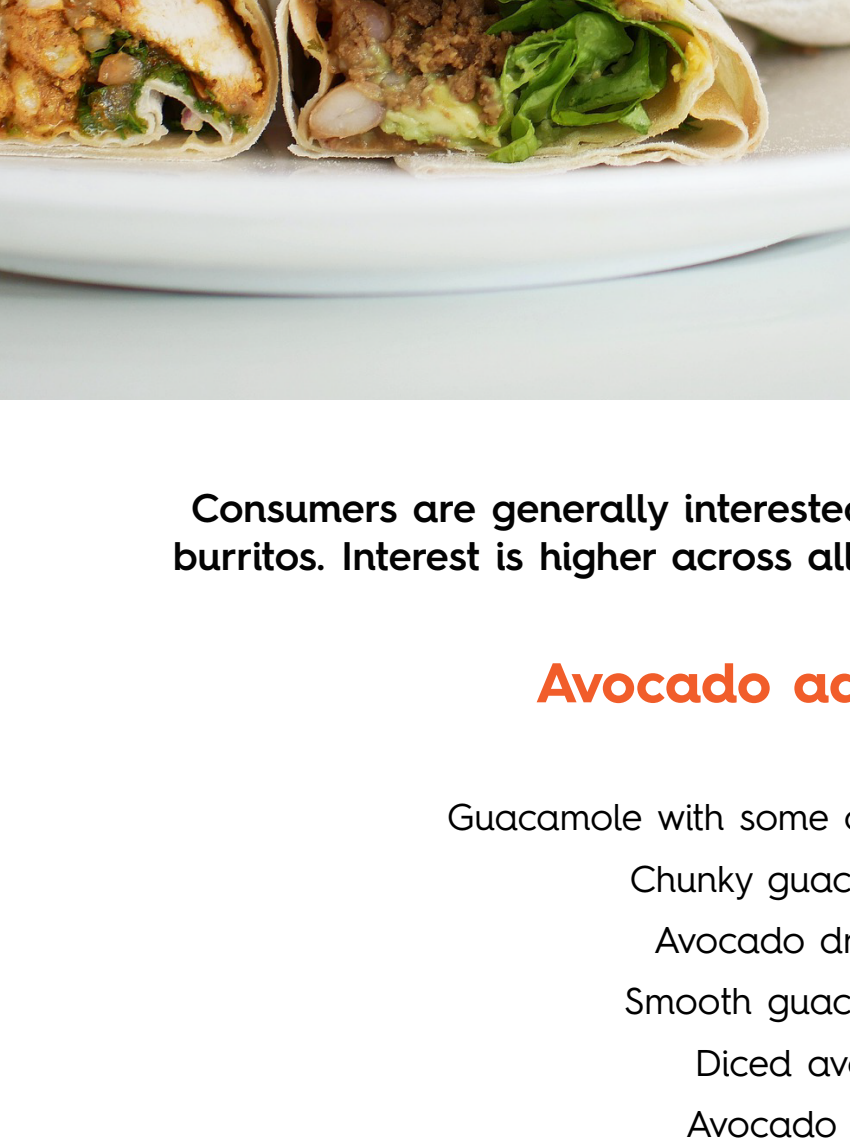
Why Handhelds Are A KEY OPPORTUNITY TO INCREASING AVOCADO CONSUMPTION

Flavor is the main reason consumers add avocados or guacamole to their handheld products, but craveability, health, and nutrition also play a role.¹

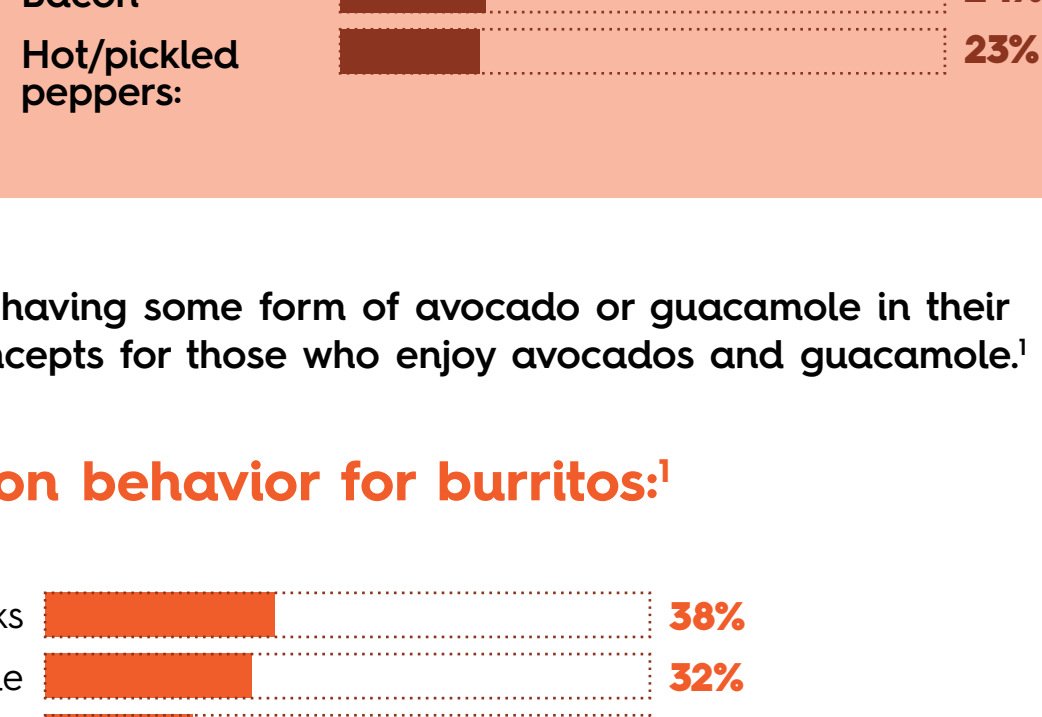
BURRITO FACTS

48% OF CONSUMERS prefer guacamole to avocado on their burritos, with **63%** of guacamole likers ordering guacamole every or nearly every time they order a burrito.¹

Guacamole is the fifth most popular burrito topping, with avocado coming in slightly lower. Add-on costs may be the reason for lower use.

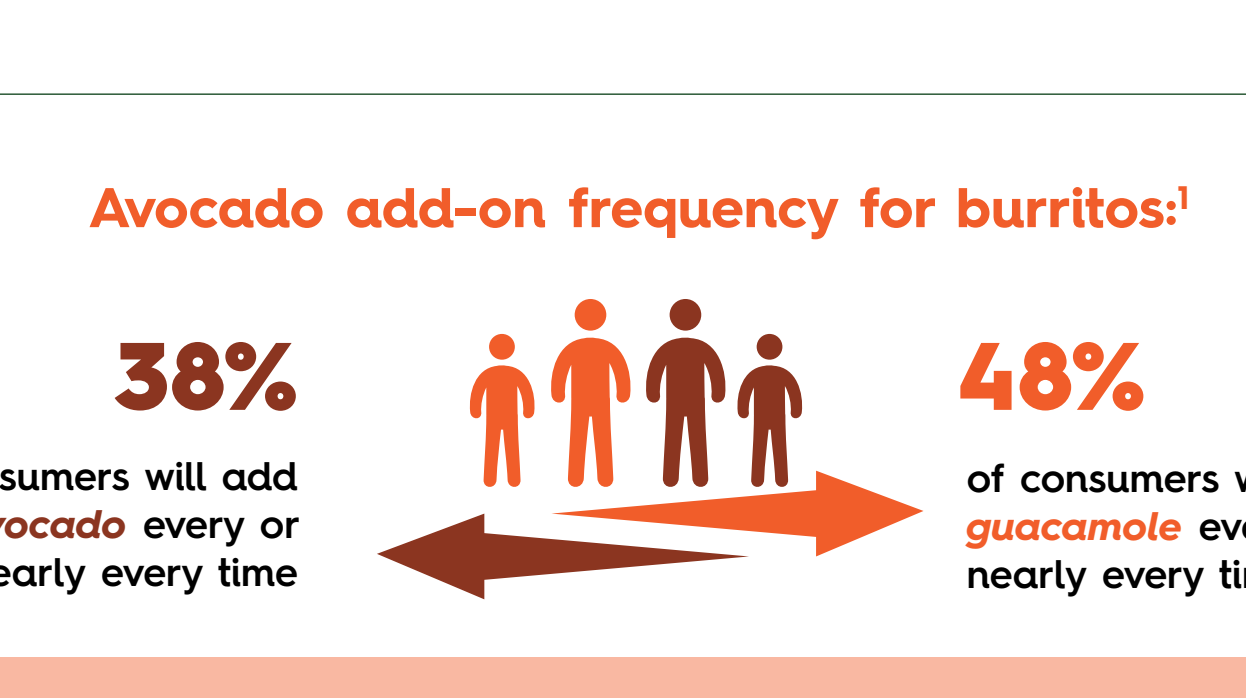


Burrito topping preferences:¹

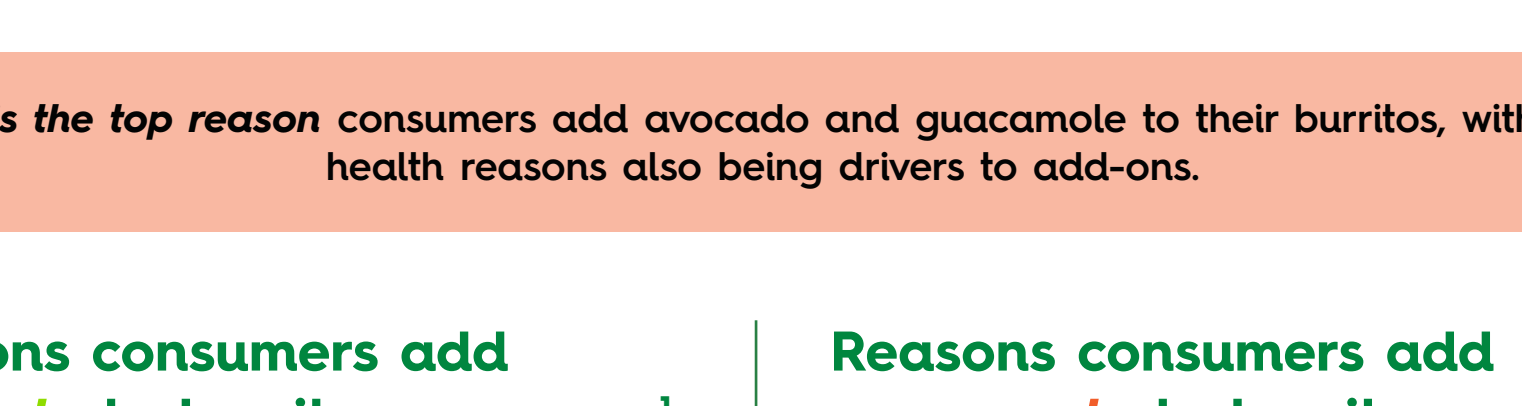


Consumers are generally interested in having some form of avocado or guacamole in their burritos. Interest is higher across all concepts for those who enjoy avocados and guacamole.¹

Avocado add-on behavior for burritos:¹



Avocado add-on frequency for burritos:¹



Flavor is the top reason consumers add avocado and guacamole to their burritos, with various health reasons also being drivers to add-ons.

Reasons consumers add avocado to burritos (avocado likers):¹

- Adds flavor: **52%**
- Craveable option: **36%**
- Nutritious option: **36%**
- Contains good fats: **34%**
- Freshly prepared: **31%**
- Filling option: **30%**
- Makes my meal healthier: **30%**
- Good for heart health: **28%**

Reasons consumers add guacamole to burritos (guacamole likers):¹

- Adds flavor: **51%**
- Craveable option: **37%**
- Nutritious option: **35%**
- Contains good fats: **34%**
- Freshly prepared: **30%**
- Filling option: **30%**
- Makes my meal healthier: **30%**
- Good for heart health: **28%**



BURGER FACTS

Avocado and guacamole are not regular burger toppings for consumers. According to Ignite Menu, **9%** of operators offer burgers with avocado, and **3%** offer burgers with guacamole.¹

Of those who are interested, **25% OF CONSUMERS** simply want cut or sliced avocado on their burger. Almost a **25% OF YOUNGER CONSUMERS** report being interested in trying avocado dressing, smooth guacamole, guacamole with some chunks, and avocado smash on their burgers.¹

Avocado add-on behavior for burgers:¹



Avocado add-on frequency for burgers:¹



Aside from adding flavor, **health and craveability also play a main role** in consumers adding avocado and guacamole to their burgers.

Reasons consumers add avocado to burgers (avocado likers):¹

- Adds flavor: **56%**
- Nutritious option: **33%**
- Craveable option: **31%**
- Contains good fats: **31%**
- Unique: **28%**
- Treat/reward: **23%**

Reasons consumers add guacamole to burgers (guacamole likers):¹

- Adds flavor: **57%**
- Nutritious option: **32%**
- Craveable option: **32%**
- Contains good fats: **32%**
- Unique: **29%**
- Treat/reward: **24%**

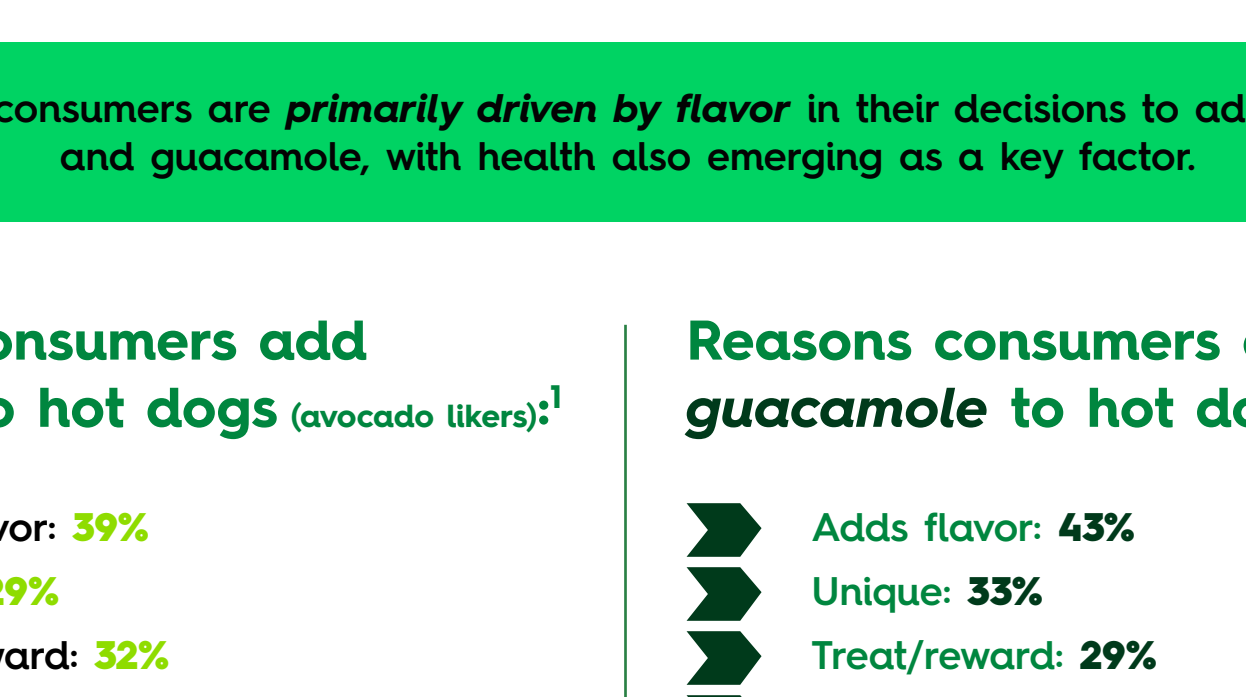


HOT DOG FACTS

Mustard, ketchup, and onions are the most typical hot dog add-ons. Avocado and guacamole appear further down the list, although **28% OF CONSUMERS AGED 18-34** indicate typical add-ons of avocado.¹

Consumers are likely to try different avocado concepts on their hot dogs, such as avocado relish, avocado smash, pickled dressing, and avocado dressing.¹

Avocado add-on behavior for hot dogs:¹



Avocado add-on frequency for hot dogs:¹



Hot dog consumers are **primarily driven by flavor** in their decisions to add avocado and guacamole, with health also emerging as a key factor.

Reasons consumers add avocado to hot dogs (avocado likers):¹

- Adds flavor: **39%**
- Unique: **29%**
- Treat/reward: **32%**
- Good value for money: **29%**
- Craveable option: **26%**
- Freshly prepared: **33%**
- Nutritious option: **30%**

Reasons consumers add guacamole to hot dogs (guacamole likers):¹

- Adds flavor: **43%**
- Unique: **33%**
- Treat/reward: **29%**
- Good value for money: **29%**
- Craveable option: **31%**
- Freshly prepared: **24%**
- Nutritious option: **26%**

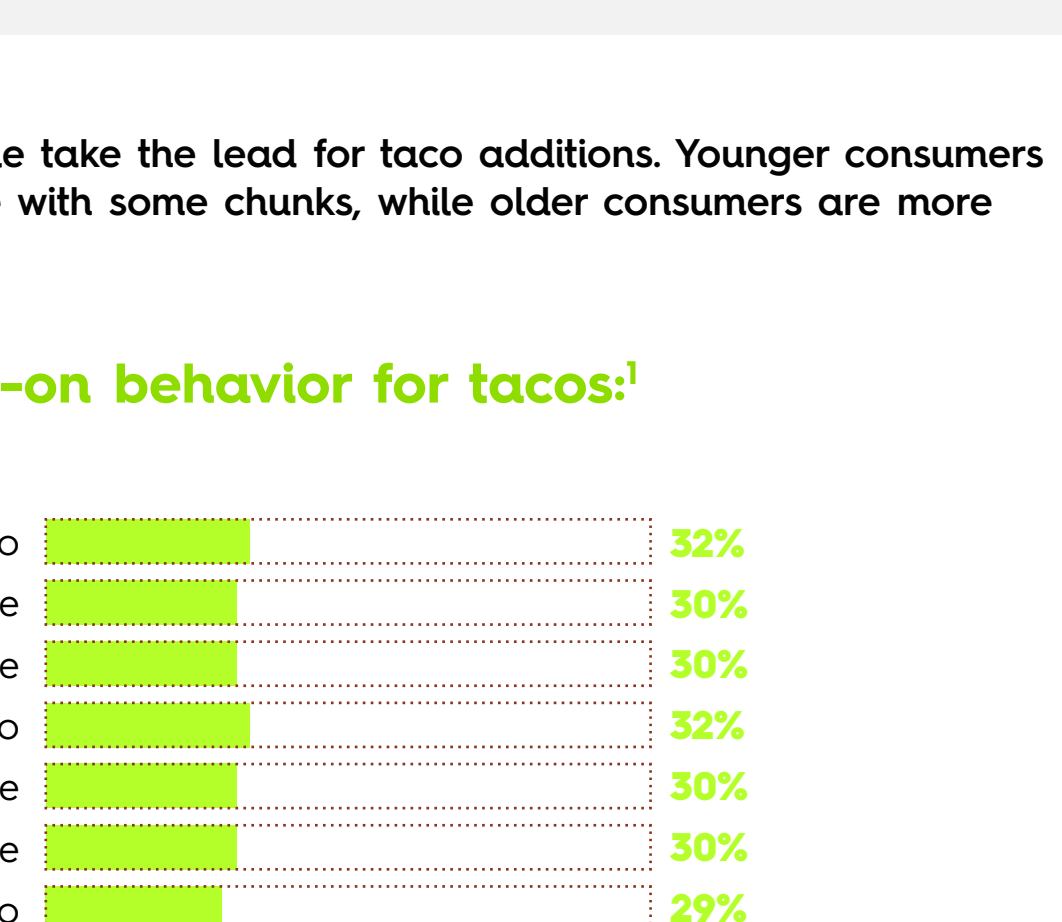
TACO FACTS

Half of consumers report **ADDING GUACAMOLE (56%) AND AVOCADO (50%)** to their tacos at least half the time.¹

Both guacamole and avocado fall into the **TOP 10 TOPPINGS** consumers typically add on to tacos.¹

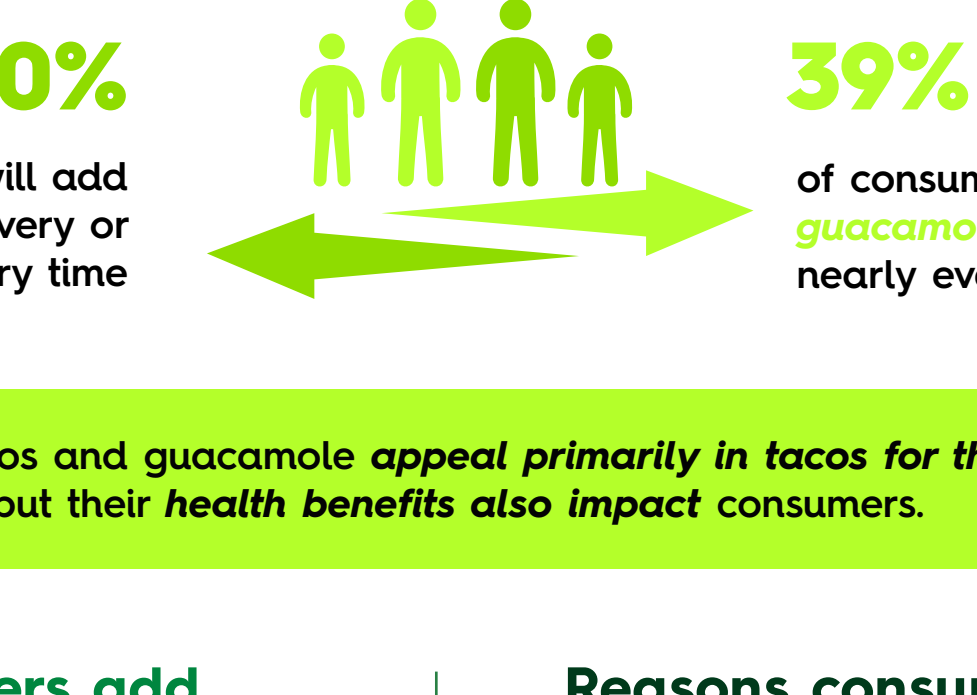


Taco topping preferences:¹

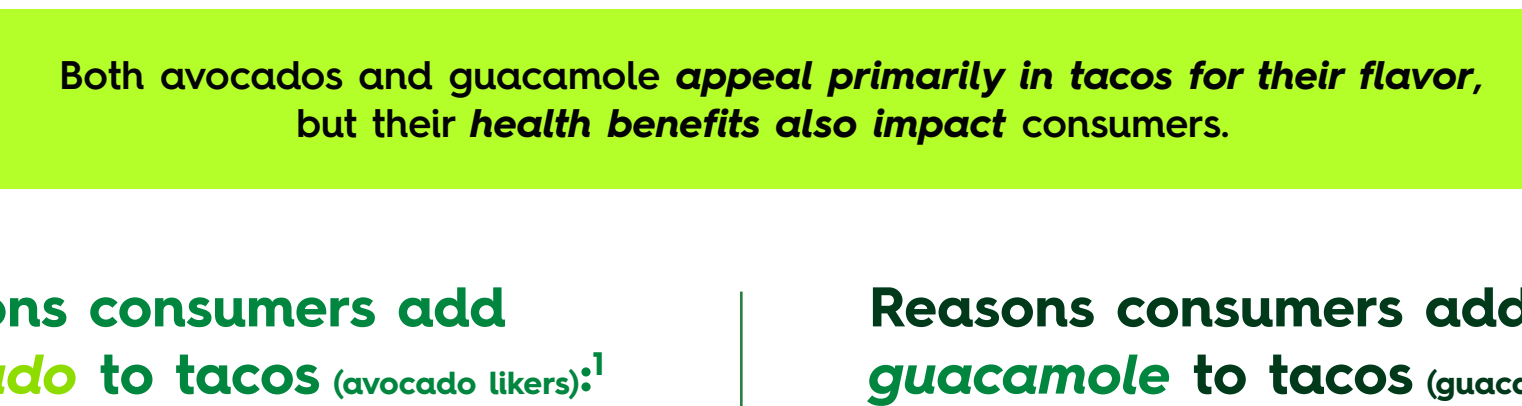


Familiar forms of avocado and guacamole take the lead for taco additions. Younger consumers show a greater preference for guacamole with some chunks, while older consumers are more open to cut, sliced, and diced avocado.¹

Avocado add-on behavior for tacos:¹



Avocado add-on frequency for tacos:¹



Both avocados and guacamole **appeal primarily in tacos for their flavor**, but their **health benefits also impact** consumers.

Reasons consumers add avocado to tacos (avocado likers):¹

- Adds flavor: **55%**
- Nutritious option: **36%**
- Craveable option: **31%**
- Contains good fats: **33%**
- Good for heart health: **29%**
- Freshly prepared: **29%**
- Makes tacos healthier: **26%**
- Unique: **22%**

Reasons consumers add guacamole to tacos (guacamole likers):¹

- Adds flavor: **54%**
- Nutritious option: **30%**
- Craveable option: **33%**
- Contains good fats: **26%**
- Good for heart health: **26%**
- Freshly prepared: **22%**
- Makes tacos healthier: **23%**
- Unique: **21%**

SANDWICH FACTS

51% OF CONSUMERS AGED 18-34 add avocado to their sandwich every or nearly every time, and 41% add guacamole at the same frequency.¹

OVER 2/5 OF CONSUMERS report typical additions of lettuce/salad greens, tomatoes, and onions. Avocados see an increase of 33 percentage points among avocado likers, the highest lift across all key handheld categories.¹



Topping preferences for sandwiches/wraps:¹



Add-on demographics:¹

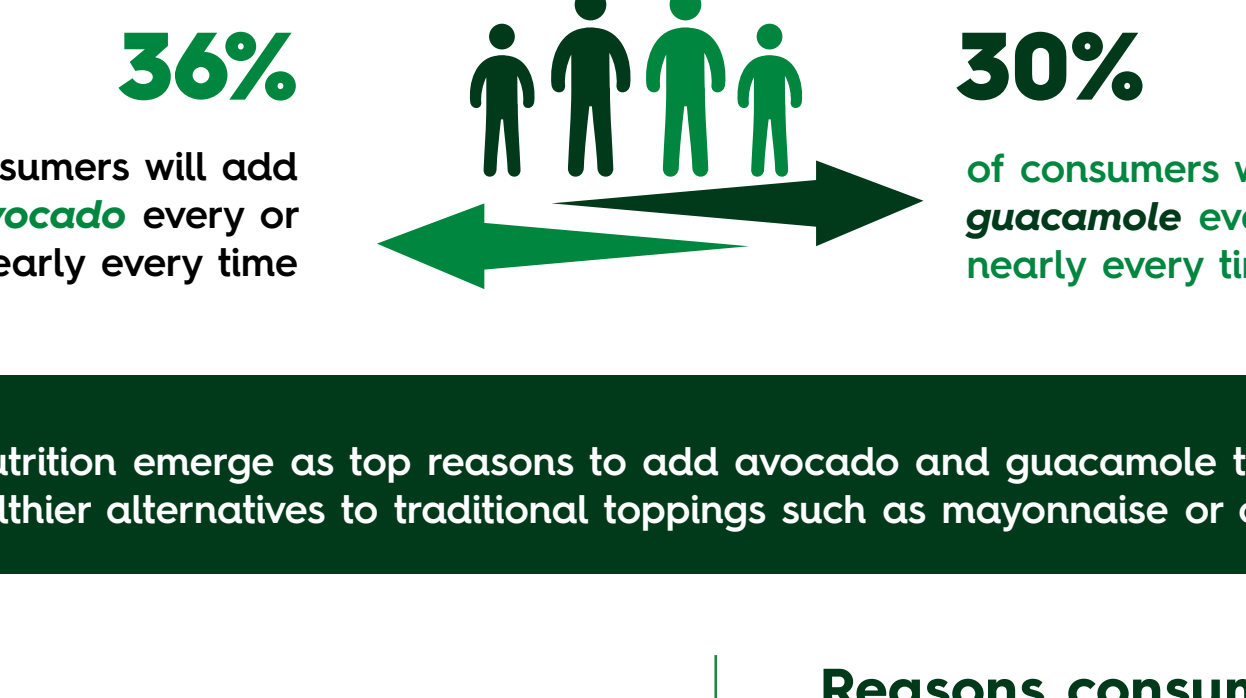
Cut or sliced avocado leads overall as a sandwich add-on, and there is also great interest for avocado dressing and chunky guacamole.¹

Younger consumers are considerably more interested in avocado smash compared to their older counterparts for sandwich concepts.¹

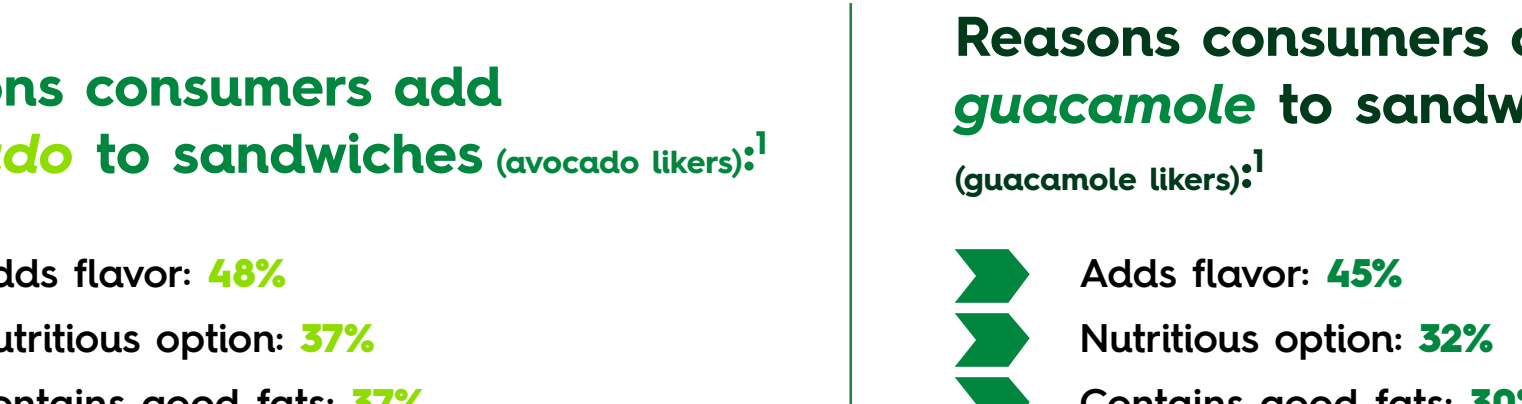
For sandwich concepts, **CUT/SLICED AVOCADO (46%)**, **DICED AVOCADO (33%)**, and **GUACAMOLE WITH SOME CHUNKS (31%)** all skew higher among women, while men are more likely to express interest in **PICKLED AVOCADO (15%)**.¹

All avocado and guacamole sandwich concepts see a considerable rise in interest among both groups of likers, but cut/sliced avocado particularly stands out.¹

Avocado add-on behavior for sandwiches:¹



Avocado add-on frequency for sandwiches:¹



Flavor and nutrition emerge as top reasons to add avocado and guacamole to sandwiches, as healthier alternatives to traditional toppings such as mayonnaise or cheese.¹

Reasons consumers add avocado to sandwiches (avocado likers):¹

- Adds flavor: **48%**
- Nutritious option: **37%**
- Contains good fats: **37%**
- Good for heart health: **33%**
- Makes sandwich healthier: **30%**
- Craveable option: **28%**
- Freshly prepared: **28%**
- Filling option: **22%**

Reasons consumers add guacamole to sandwiches (guacamole likers):¹

- Adds flavor: **45%**
- Nutritious option: **32%**
- Contains good fats: **30%**
- Good for heart health: **26%**
- Makes sandwich healthier: **26%**
- Craveable option: **28%**
- Freshly prepared: **23%**
- Filling option: **26%**

