

# Avocados from Mexico & Tortillas DRIVE BIGGER BASKETS!

**DID YOU KNOW?**

**69%**

**OF AVOCADO HOUSEHOLDS HAVE  
PURCHASED TORTILLAS IN THE PAST YEAR.<sup>1</sup>**

**AVOCADO GROCERY SHOPPING TRIPS  
ARE MORE VALUABLE WITH TORTILLAS!**



**TOTAL GROCERY BASKET RINGS<sup>2</sup>**

**\$55<sup>56</sup>**

**WITH AVOCADOS**



**\$94<sup>02</sup>**

**WITH AVOCADOS  
& TORTILLAS\***



**AVERAGE AVOCADO BASKET RINGS IS**



**1.7X<sup>2</sup>**

**Greater WITH TORTILLAS\***



**Contact us to learn how we can help leverage your  
shoppers' needs to drive incremental sales.**



Source: 1. Numerator Shopper Profile Report for 5/20/2019 to 5/17/2020, all channels.  
2. Numerator Basket Affinity Report for 5/20/2019 to 5/17/2020, all channels.

\* Tortillas category includes tortillas, pitas, taco shells, & wraps.