

# There's No Celebration Without AVOCADOS

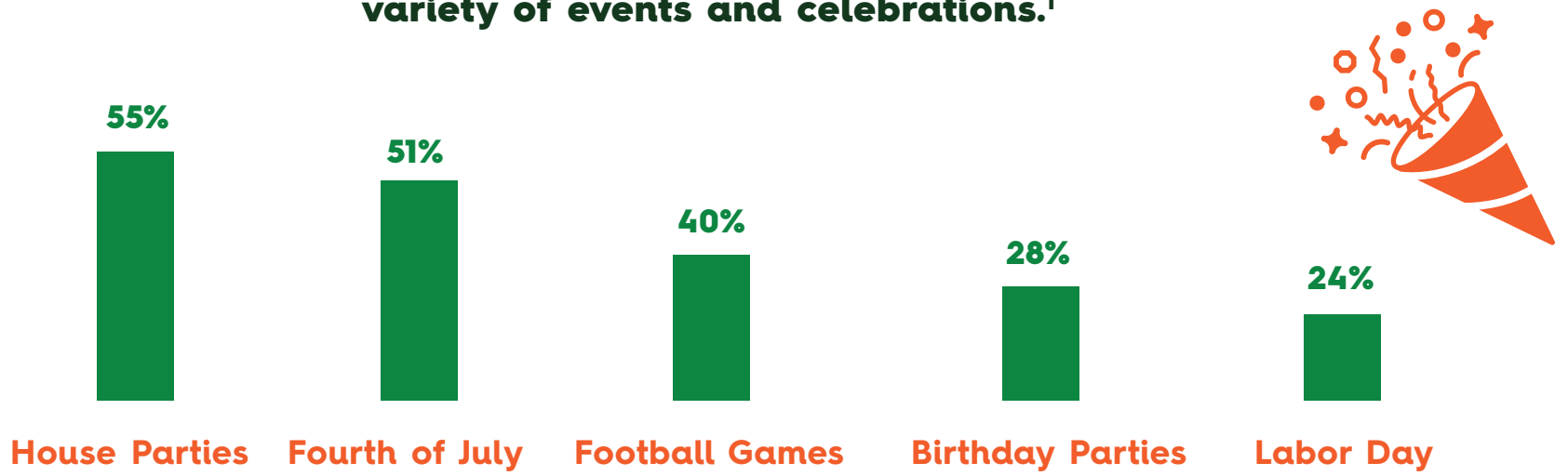
IN THE GENERAL MARKET,

# 88%

OF CONSUMERS EAT GUACAMOLE AT HOUSE PARTIES  
AND 89% DURING THE BIG GAME.<sup>1</sup>

## Which Celebrations Feature Avocados or Guacamole?

Avocados and/or guacamole feature prominently in a wide variety of events and celebrations.<sup>1</sup>



## Cinco de Mayo Celebrations<sup>2</sup>

# 90%

and

# 77%

of adults are aware of Cinco de Mayo celebrations

of respondents say guacamole and/or avocados are one of their main foods for this event



## Where They Celebrate:<sup>1</sup>

# 41%

GO TO A RESTAURANT OR BAR

# 39%

STAY AT HOME

# 38%

HOLD A PLANNED GET-TOGETHER/PARTY

# 33%

ATTEND AN OUTSIDE FESTIVAL/CITY CELEBRATION

## Who They Celebrate With:<sup>1</sup>

