



WHEN IT COMES TO AVOCADOS, fresh is best

Fresh avocados are perceived by consumers as being more versatile, healthy, and superior than processed avocados.¹

67% of consumers report that restaurants offering an add-on of avocado would improve menu item quality perceptions – mostly because they taste good and are healthy.¹

Over **50%** of consumers said they would visit their favorite restaurants less often if they found out the restaurant was using processed avocados.

Consumer Perceptions

"FRESH AVOCADOS PROMOTE THE AUTHENTICITY OF THE CUISINE I AM SERVED."¹

Agree **39%**

Strongly agree **29%**

"FRESH AVOCADOS ARE SUPERIOR IN QUALITY, FLAVOR, TEXTURE, AND COLOR THAN PRE-PACKAGED AVOCADOS."¹

Agree **35%**

Strongly agree **41%**



fresh vs Pre-Packaged Preference

CONSUMERS ARE MORE LIKELY TO ORDER FRESHLY MADE ITEMS THAN PRE-PACKAGED ITEMS WHEN CONSUMING BREAKFAST AWAY FROM HOME.²

Freshly made items: **78%**

Pre-packaged items: **37%**

Avocado Preference

DURING A BLIND TASTE TEST, CONSUMERS SIGNIFICANTLY PREFERRED FRESH AVOCADO PULP TO PROCESSED.³

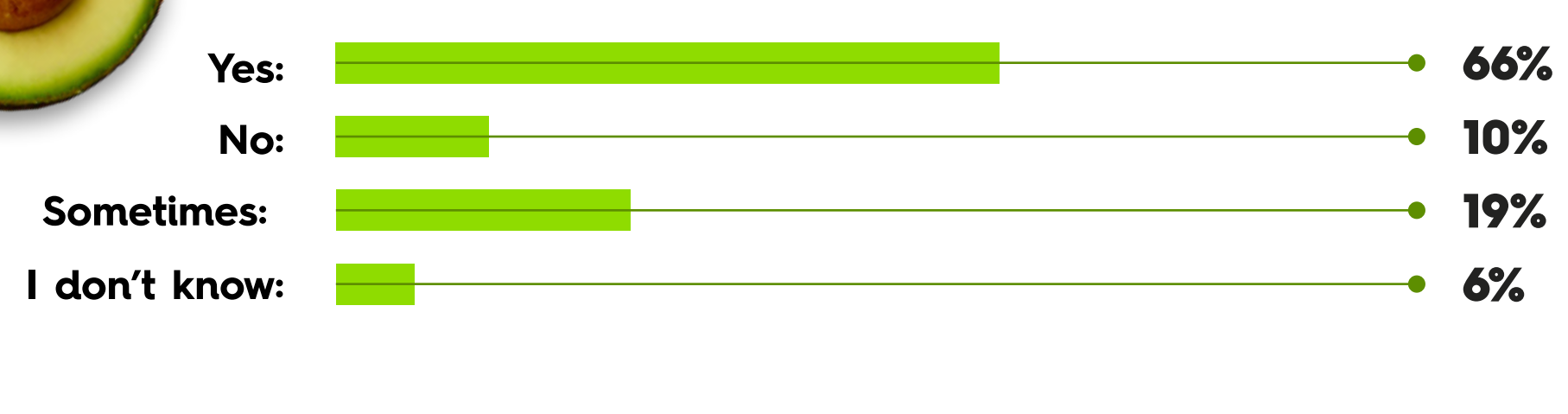
77%
Fresh avocado

17%
Processed avocado

6%
No preference

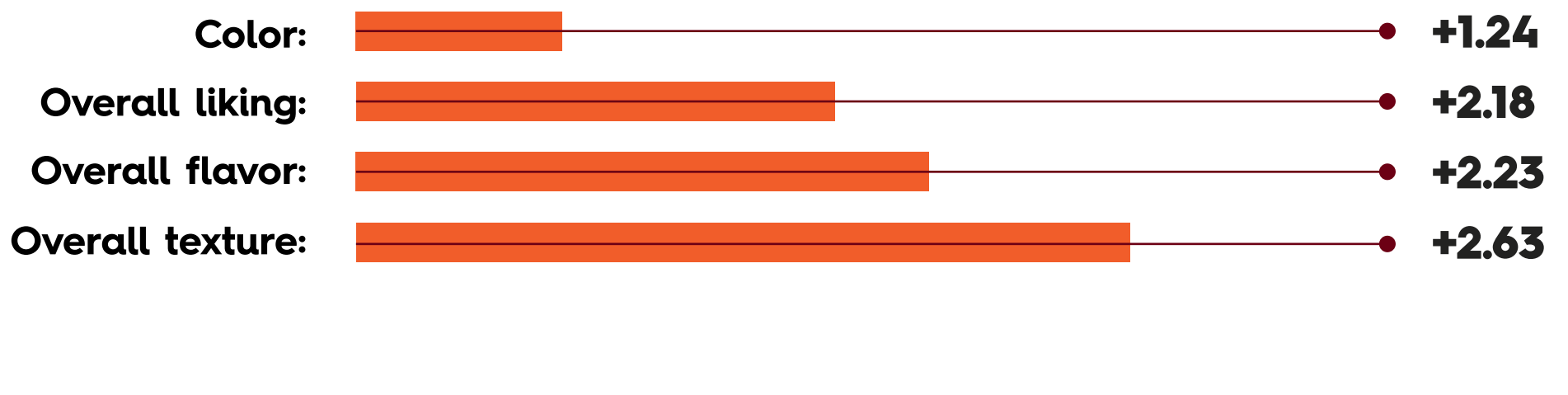
6% of consumers believe they can tell the difference between fresh and processed avocados.⁴

CAN YOU TELL WHETHER A RESTAURANT IS USING FRESH OR PROCESSED AVOCADOS?⁴



Avocado Pulp Attribute Ratings

FRESH AVOCADO PULP OUTPERFORMS PROCESSED PULP ON ALL METRICS, WITH TEXTURE BEING THE LARGEST DIFFERENTIATOR.³



fresh Avocado Item Preference

AWAY-FROM-HOME BREAKFAST CONSUMERS PREFER FRESH AVOCADO PRODUCTS FOR THEIR BREAKFAST ITEMS.²



The Avocados from Mexico fresh Seal

THE AFM FRESH SEAL INDICATES THAT AN ESTABLISHMENT SERVES FRESH AVOCADOS FROM MEXICO RATHER THAN PROCESSED AVOCADOS – A SERVICE THAT IS CLEARLY IMPORTANT TO CONSUMERS.

75% Consumers are 75% more likely to visit restaurants displaying the Avocados from Mexico Fresh Seal.⁵

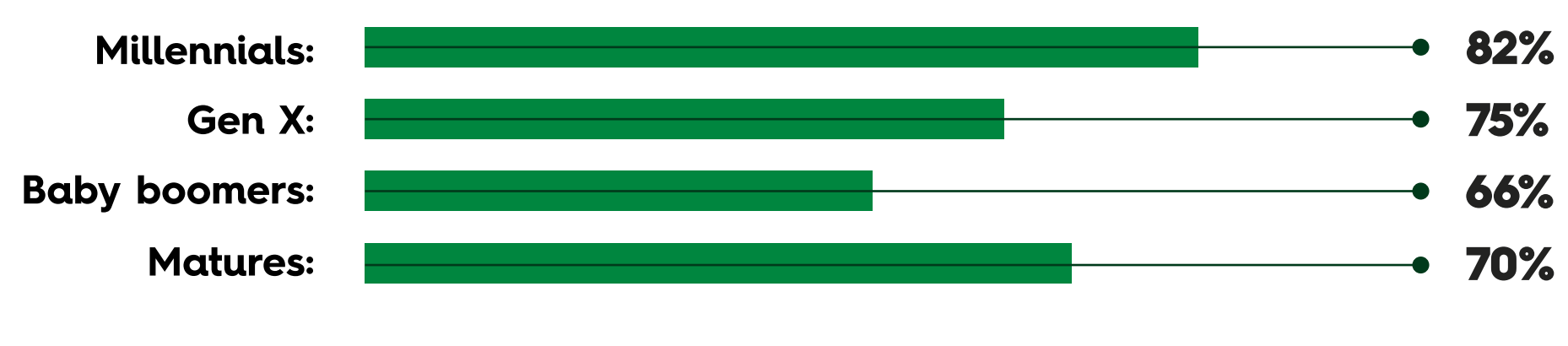


fresh Seal draw for consumers:⁵

GENDER



GENERATION



Sources: 1. AFM Patron Research Report - April 2016. 2. AFM Breakfast Consumer Report - Nov. 2017. 3. AFM Fresh vs. Processed Taste Test Report - Nov. 2020. 4. AFM Delivery Research Report - June 2020. 5. AFM Away-From-Home Guacamole Patron Report - March 2019.