

Avocados from Mexico Are Always Worth It

Patrons are willing to pay for more avocados, and consumers say that offering avocado add-on options would improve the quality perceptions of menu items. To what extent would add-on avocado options improve the quality of menu offerings at the restaurant you visit most?¹



Consumers say they are willing to pay an average of **\$1.81 more** for menu items with fresh avocados.¹

At breakfast...

Consumers would be willing to pay:¹

\$1.62 more to add avocado to a breakfast burrito



\$1.42 more to add avocado to a breakfast sandwich

Consumers who eat avocado at breakfast report they are likely to order avocado add-ons with:



Omelets²
46%

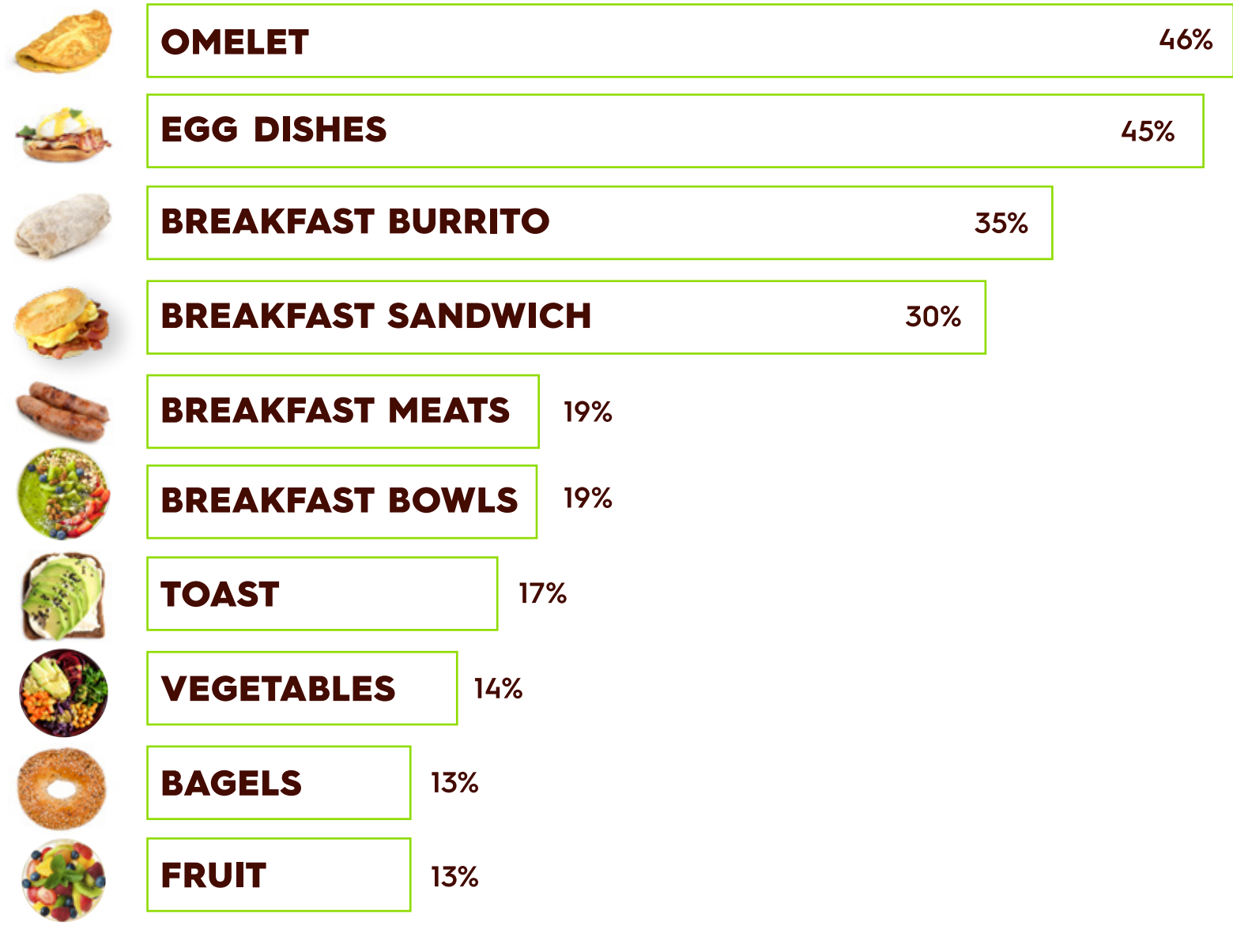


Egg Dishes²
45%



Toast²
17%

TOP BREAKFAST MENU ITEMS FOR AVOCADO ADD-ONS²



FRESH AVOCADO PULP PURCHASE INTENT

The majority of consumers say they would pay more for avocado breakfast items made with fresh pulp.³



WHY ADD AVOCADO TO HANDHELDS?

Various elements of health and nutrition play a role in adding avocado, including heart health, "good fats" and overall nutrition – but flavor is still the main reason consumers add avocados or guacamole to their handhelds.⁴

Top 5 Reasons for Adding Avocado or Guacamole to Popular Handhelds:⁴

Adds Flavor Nutritious
Craveable Good Fats
Good For The Heart

Consumers consider including avocado in their meals for additional flavor and health benefits.

REASONS CONSUMERS WOULD CONSIDER ADDING AVOCADO:⁵

taste & delivery

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

"I think guacamole is delicious and travels well!"

"I love avocados - have no hang ups with avocados being part of a takeout/deliver order"

meal enhancer

"Makes the meal feel special with the avocado added"

health

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

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 Handheld Research Study - July 2020. 5. AFM Delivery Research Report - June 2020.

