

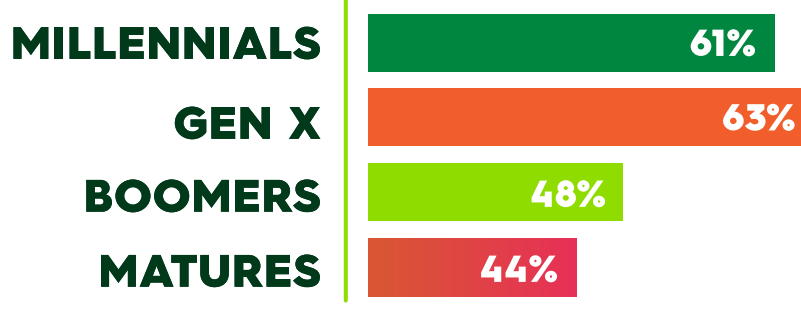


The Guacamole Story: WHY CONSUMERS LOVE EATING GUAC



WHO IS CONSUMING GUACAMOLE?

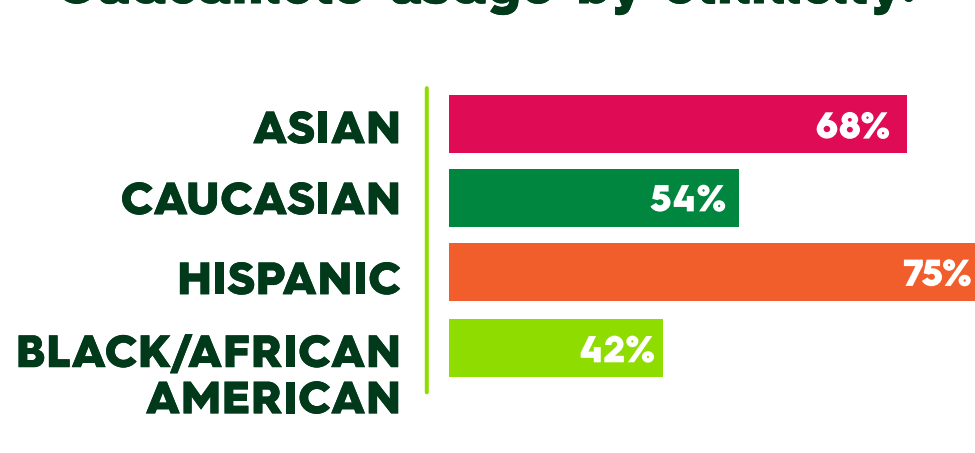
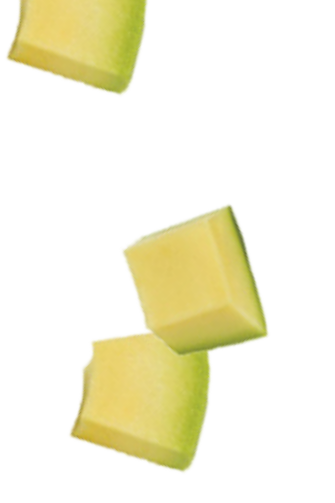
Guacamole usage by generation:¹



Guacamole usage by gender:¹



Guacamole usage by ethnicity:¹



Guacamole usage by household with children vs. no children:¹

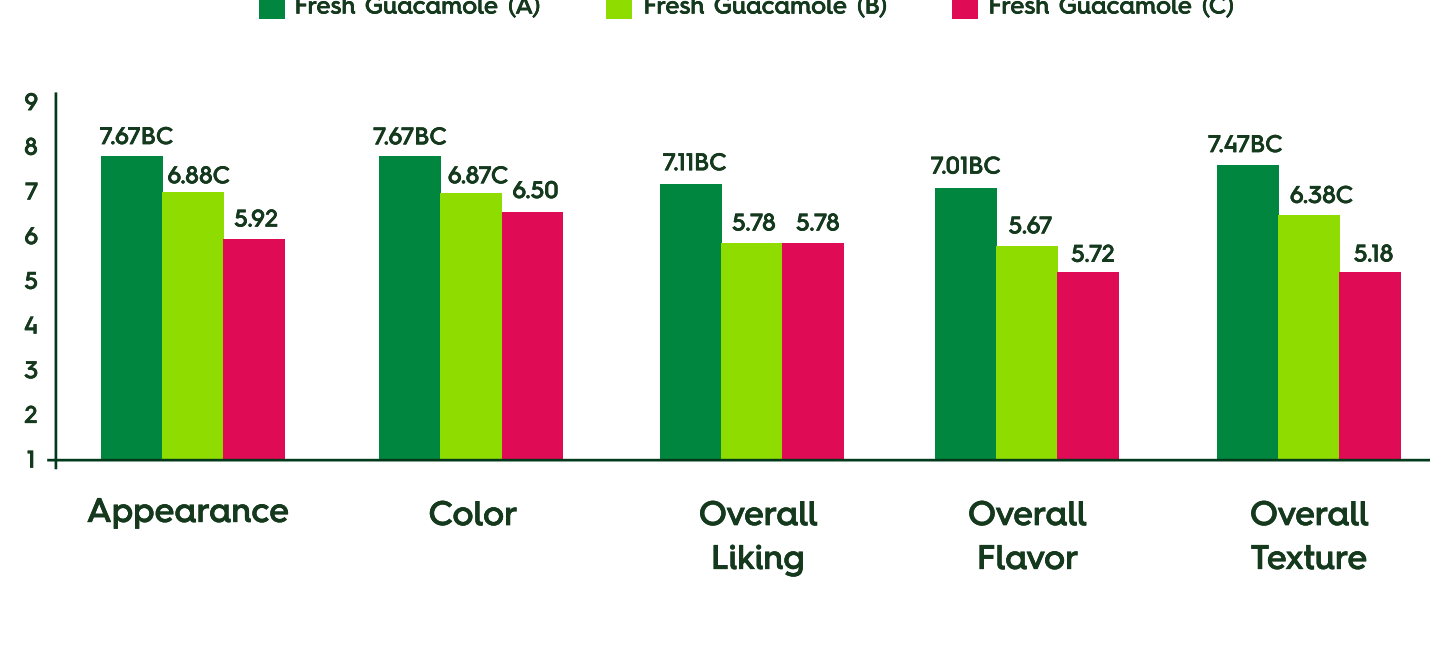


Consumers favor guacamole in settings that center around family fun and social sharing.²

CONSUMERS PREFER FRESH GUACAMOLE

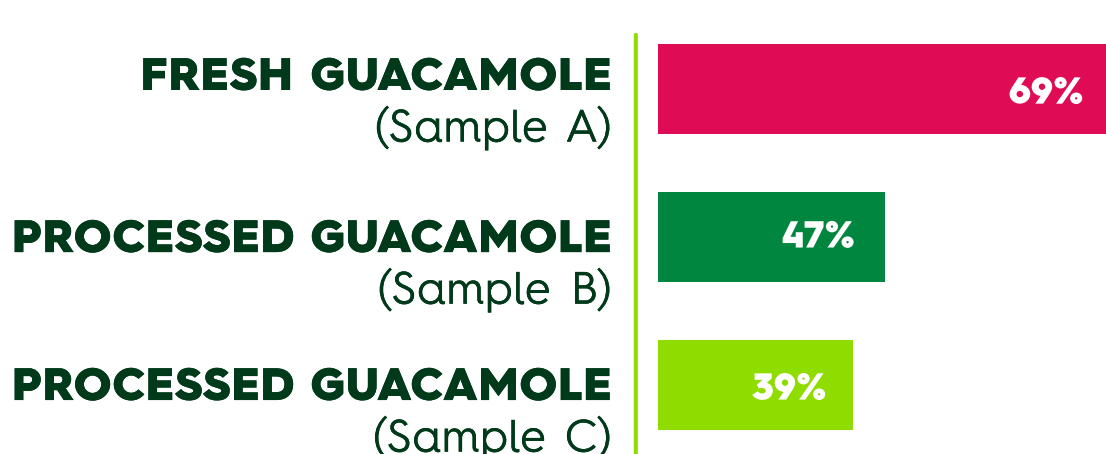
Patrons perceive guacamole as a healthy meal item, and perfect for special occasions. **52% of consumers prefer fresh guacamole** over processed (48%) due to its authentic, homemade, and balanced feel.³

Fresh guacamole scored significantly higher than processed samples for overall liking, texture, flavor, appearance, and color.³



PURCHASE INTENT (DEFINITELY/PROBABLY WOULD BUY)

Consumers express a higher likelihood to definitely/probably buy fresh guacamole over processed.³



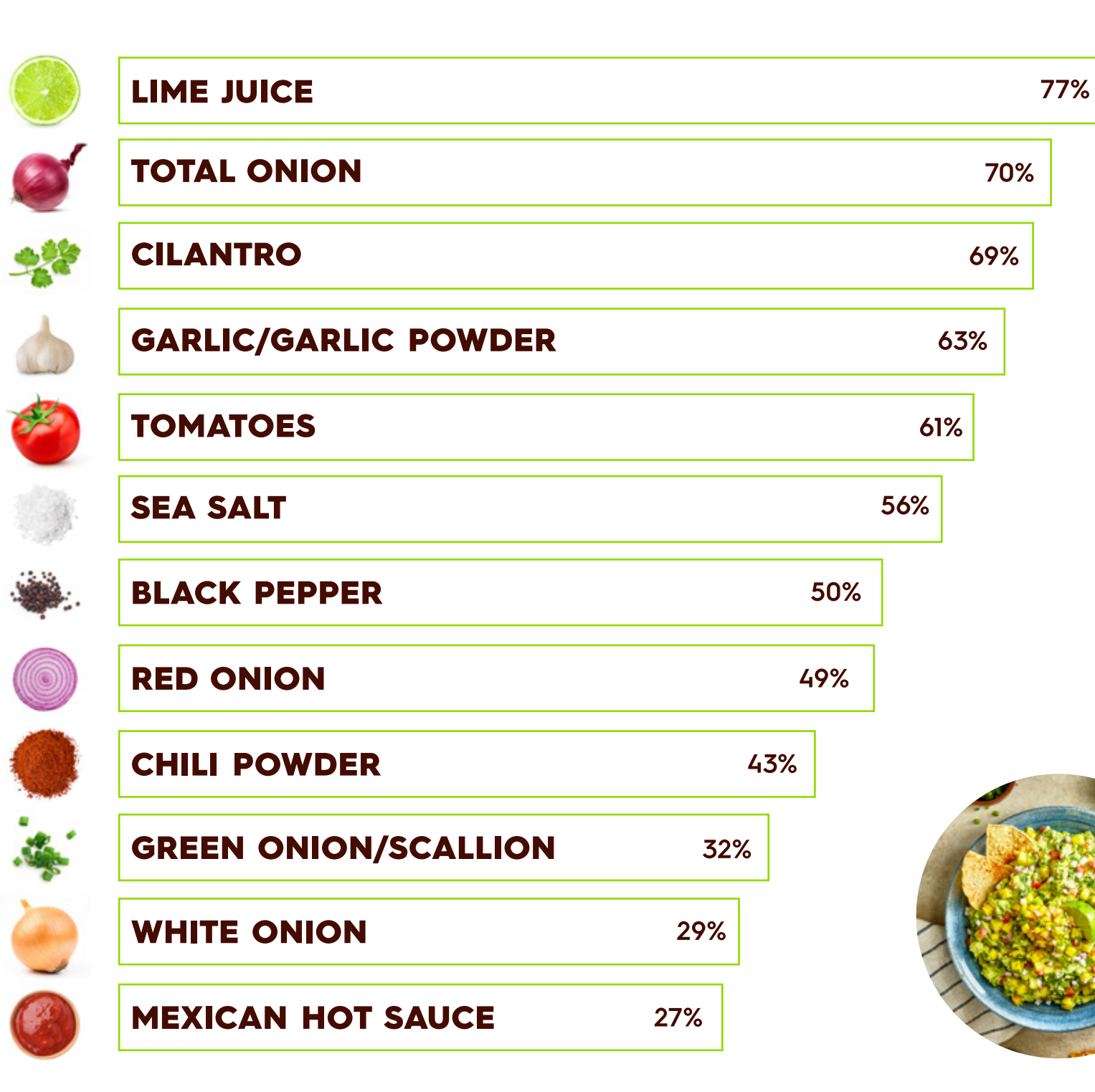
HOW & WHEN DO CONSUMERS EAT GUACAMOLE?

The majority of consumers consider guacamole to be a good fit for special occasions and events, like parties and the Big Game. Guacamole is good for special occasions like parties: 80%¹



GUACAMOLE INGREDIENT PREFERENCES

Lime juice is the top ingredient consumers like in their guacamole. Women value more conventional ingredients like lime juice (84%), sea salt (63%), tomatoes (66%) and garlic/garlic powder (66%), while men have an affinity toward hot sauce (32%).¹



Opportunities to Meet New Guacamole Demands

When asked what specific dishes they would like to see offered with guacamole that typically aren't available at restaurants, consumers replied with:¹

salads omelette beans bread breakfast **burgers** pizza
toast tortilla **burrito** cheese **chicken chips** rice
sandwich eggs fajitas fish food fries **mexican nachos**
soup **steak tacos**

Sources: 1. AFM Away-From-Home Guacamole Patron Report - March 2019. 2. AFM Demand Landscape Study 2018 - October 2019. 3. AFM Fresh vs. Processed Tast Test Report - Nov. 2020.

