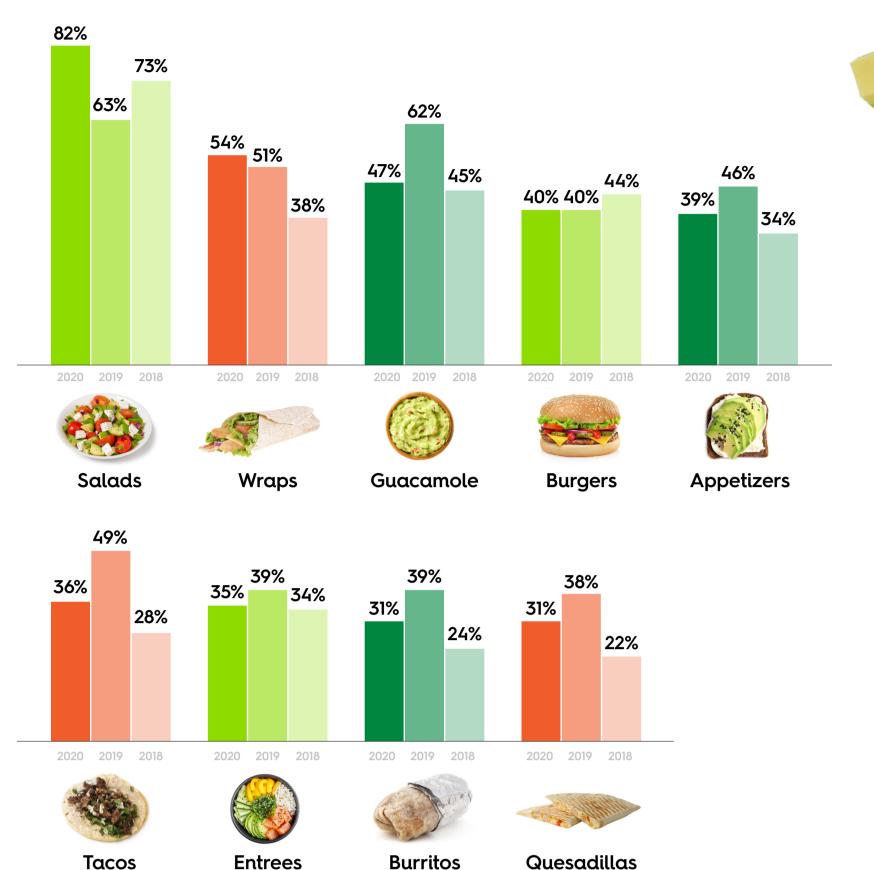
How Operators Include Avocado **APPLICATIONS IN THEIR MENUS**

FC/CDR MENU APPLICATIONS USING WHOLE **FRESH AVOCADOS**

Whole fresh avocados in salad applications is significantly higher among FC/CDR operators. This is driven by operators in the Northeast (89%).



86% of QSR operators surveyed are menuing salads with whole fresh avocados compared to just 63% the previous year. Mexican-style QSRs are slightly more likely to menu salads with whole fresh avocado compared to QSRs with non-Mexican style cuisine.

MENU APPLICATIONS USING MENU APPLICATIONS USING PROCESSED AVOCADOS (2020) PREPARED GUACAMOLE (2020) FC/CDR: QSR: QSR: FC/CDR: 47% 32% 56% 54% Wraps Guacamole 42% 25% 44% 46% **Appetizers** Wraps **39**% **32**% 37% 42% **Burgers Appetizers 39**% **32**% Guacamole Tacos **36**% **37**% 34% 26% Salads **Burgers** 34% 28% Bowls Burritos **32**% **22**% Quesadillas Breakfast **31**% **30**% sandwiches 29% 20% Bowls Garnish 28% 24% **Entrees 30**% **21**% Side items Side items **30**% **28**% Burritos 25% 24% Salads **30**% **25**% Tacos Toast 28% 26%

FC/CDR and QSR operators are likely to use avocado in most off-premises services. Avocado usage in off-premises service

Entrees

