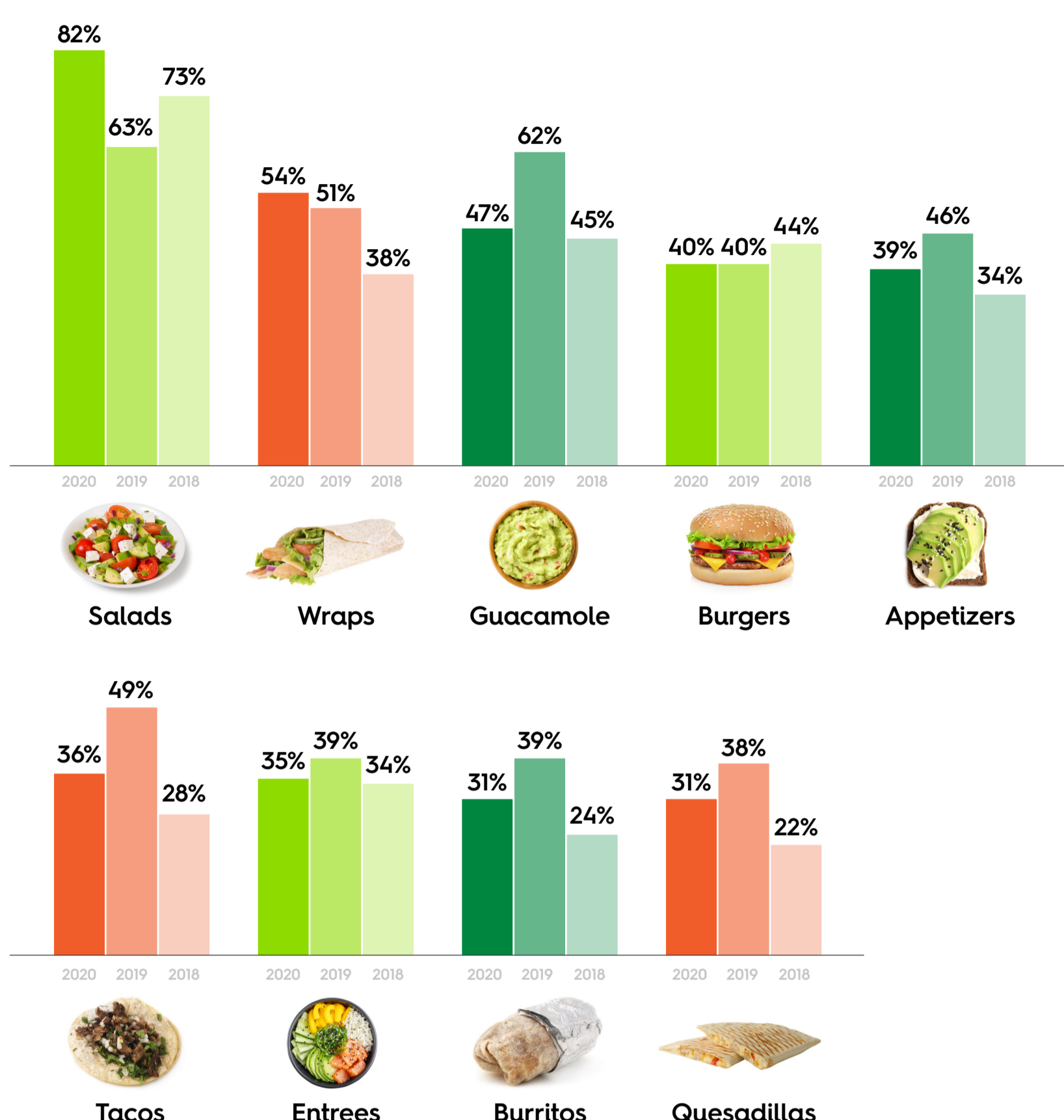


How Operators Include Avocado APPLICATIONS IN THEIR MENUS

FC/CDR MENU APPLICATIONS USING WHOLE FRESH AVOCADOS

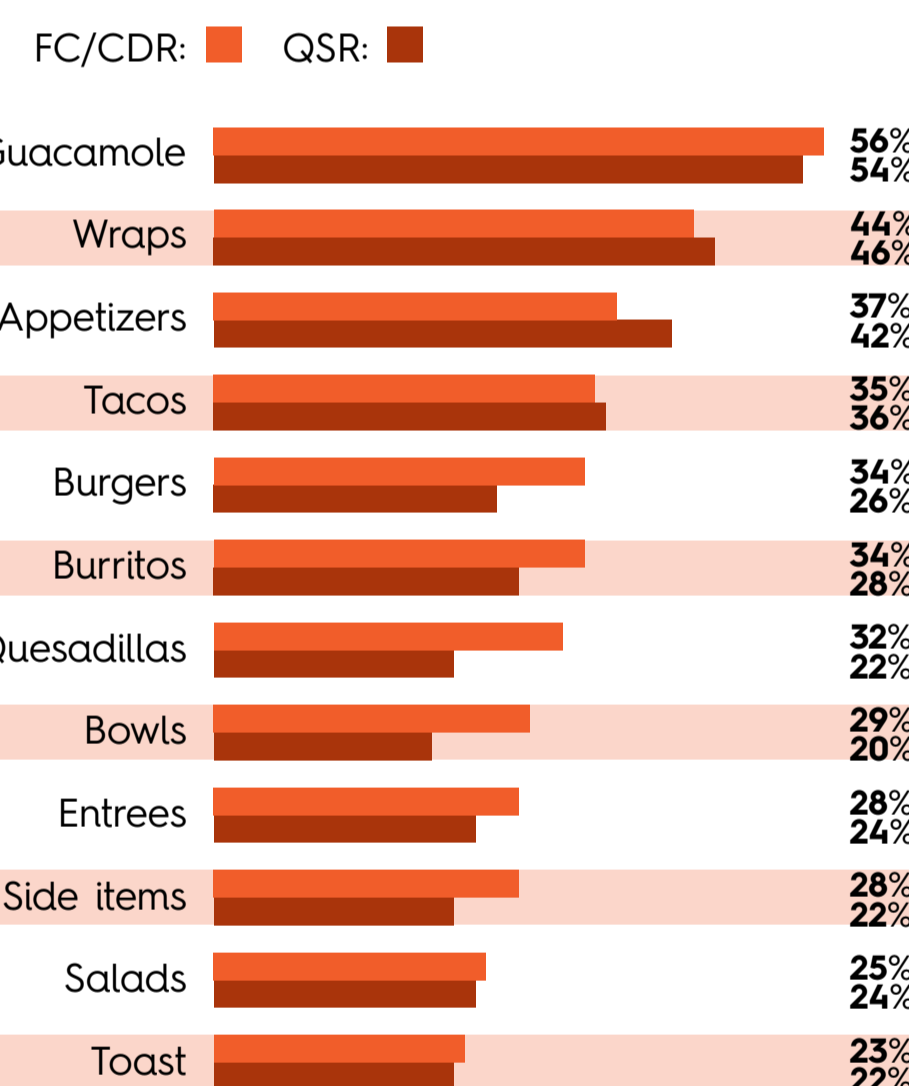
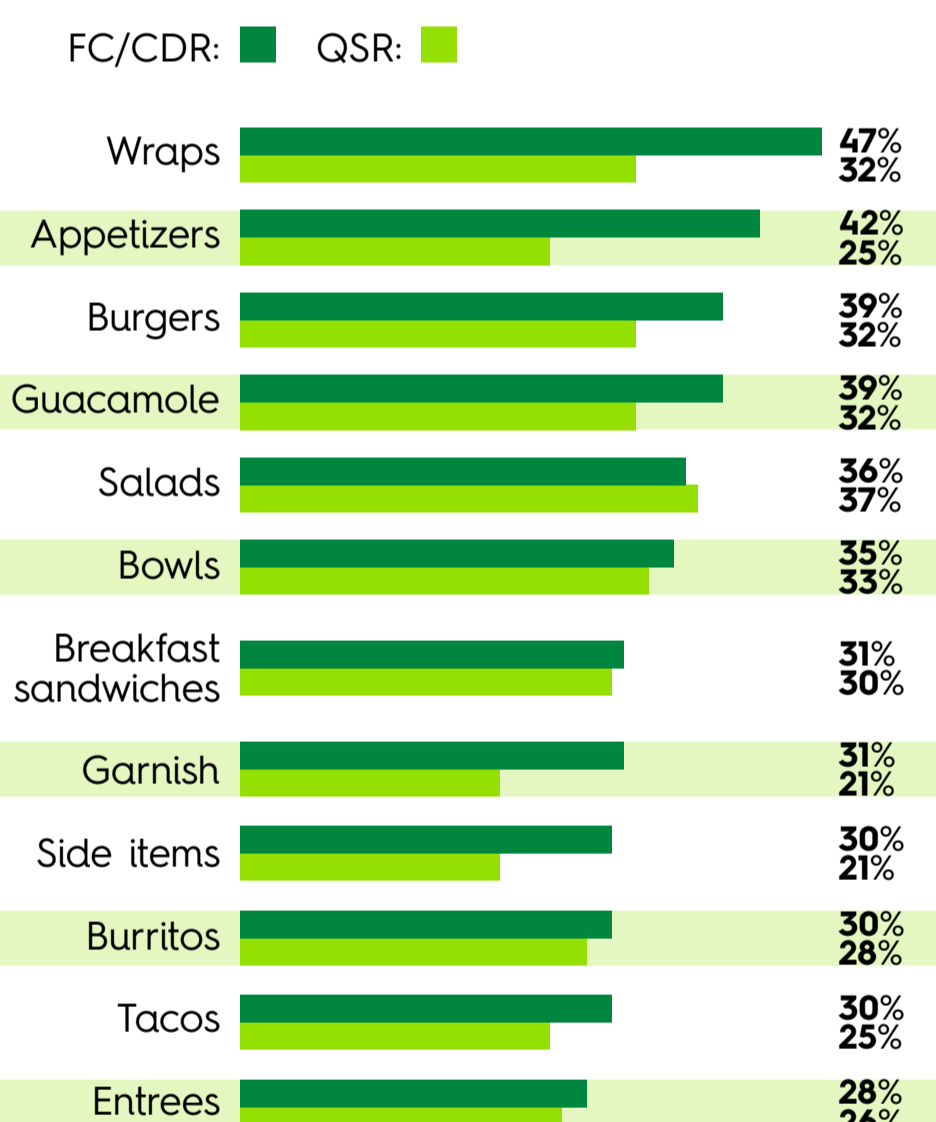
Whole fresh avocados in salad applications is significantly higher among FC/CDR operators. This is driven by operators in the Northeast (89%).



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.

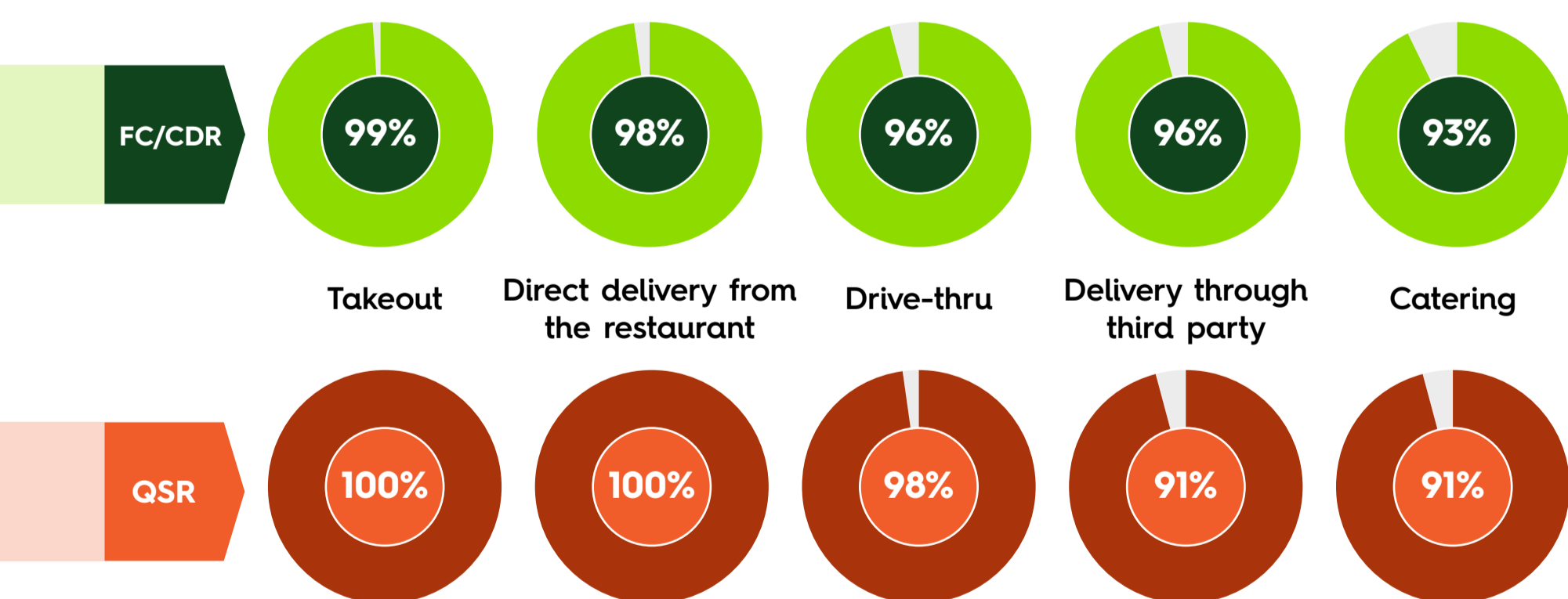
MENU APPLICATIONS USING PROCESSED AVOCADOS (2020)

MENU APPLICATIONS USING PREPARED GUACAMOLE (2020)



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

Avocado usage in off-premises service



Source: 1. AFM Operator A&U 2020 Update.

