

HOW OPERATORS VIEW THE FUTURE OF Avocado Products

YEAR-ROUND AVOCADO PRODUCT USAGE¹

60%

Fresh whole avocado

57%

Processed avocado

57%

Prepared guacamole



To the future of Avocados

75% & 61%

of QSR operators

of FC/CDR operators

BELIEVE FRESH AVOCADO USE WILL INCREASE OVER THE NEXT FEW YEARS.¹

The strongest areas of operator interest for avocado menu development include:



ENTRÉES



GARNISHES



SALADS



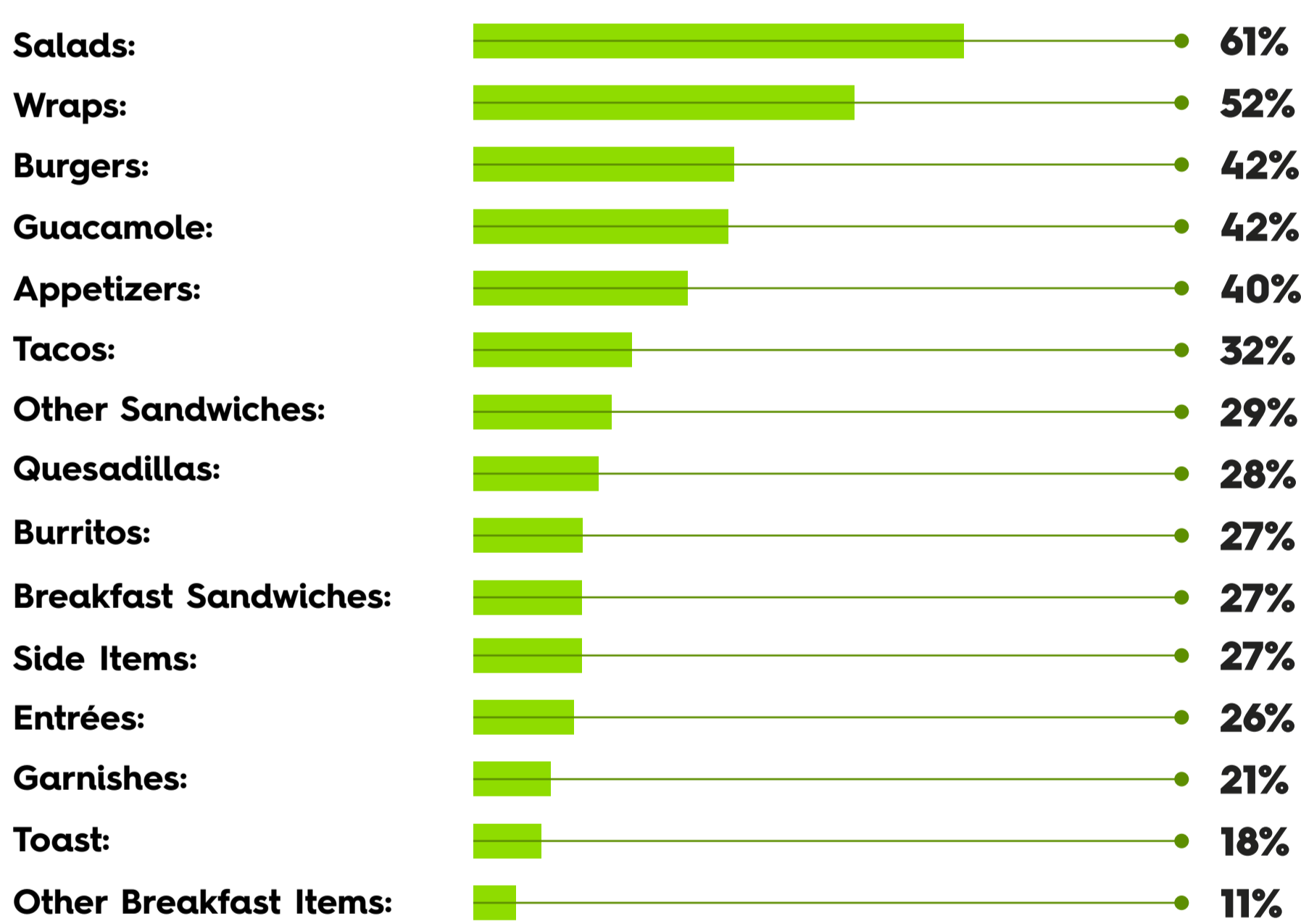
BURGERS



GUACAMOLE

INTEREST IN GARNISHES, APPETIZERS AND BREAKFAST SANDWICHES ALSO INCREASED.²

AVOCADO APPLICATIONS GROWTH BY MENU TYPE (2018)²



Indicated Industry Use Will Increase in the future

FC/CDR:²

61%

Fresh Avocados

43%

Fresh Guacamole

QSR:²

75%

Fresh Avocados

61%

Fresh Guacamole

Attribute Importance by FC/CDR Operators

75%

of FC/CDR operators say flavor/performance is the most important attribute in 2020.¹



For more information and ways to grow your business, contact your AFM Foodservice team.

