



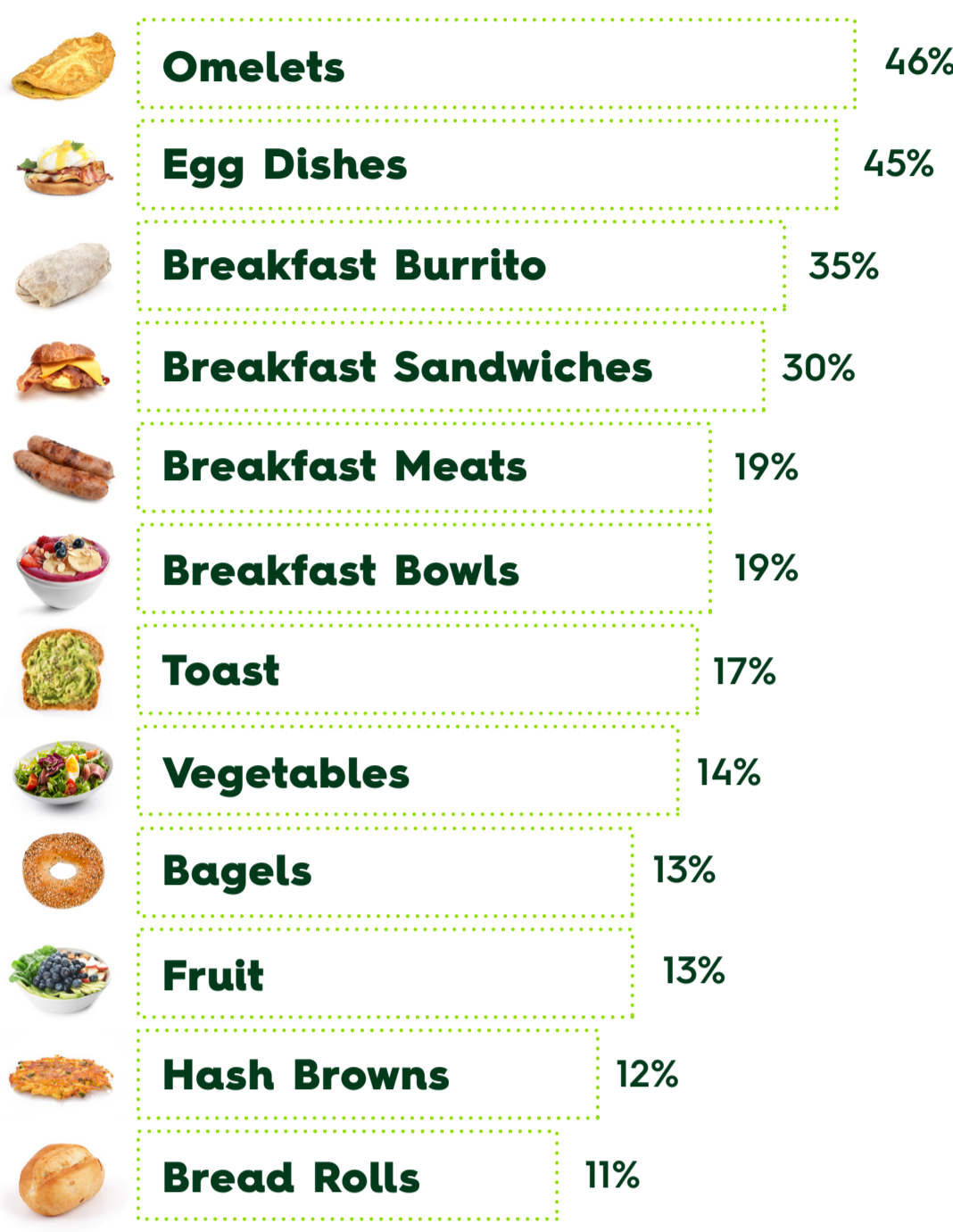
THE MOST POPULAR Avocado Menu Items per Consumers

Handhelds and breakfast items are some of the most popular ways that consumers prefer to include avocados in their diets. **50% of consumers we surveyed eat avocado for breakfast occasions.**¹



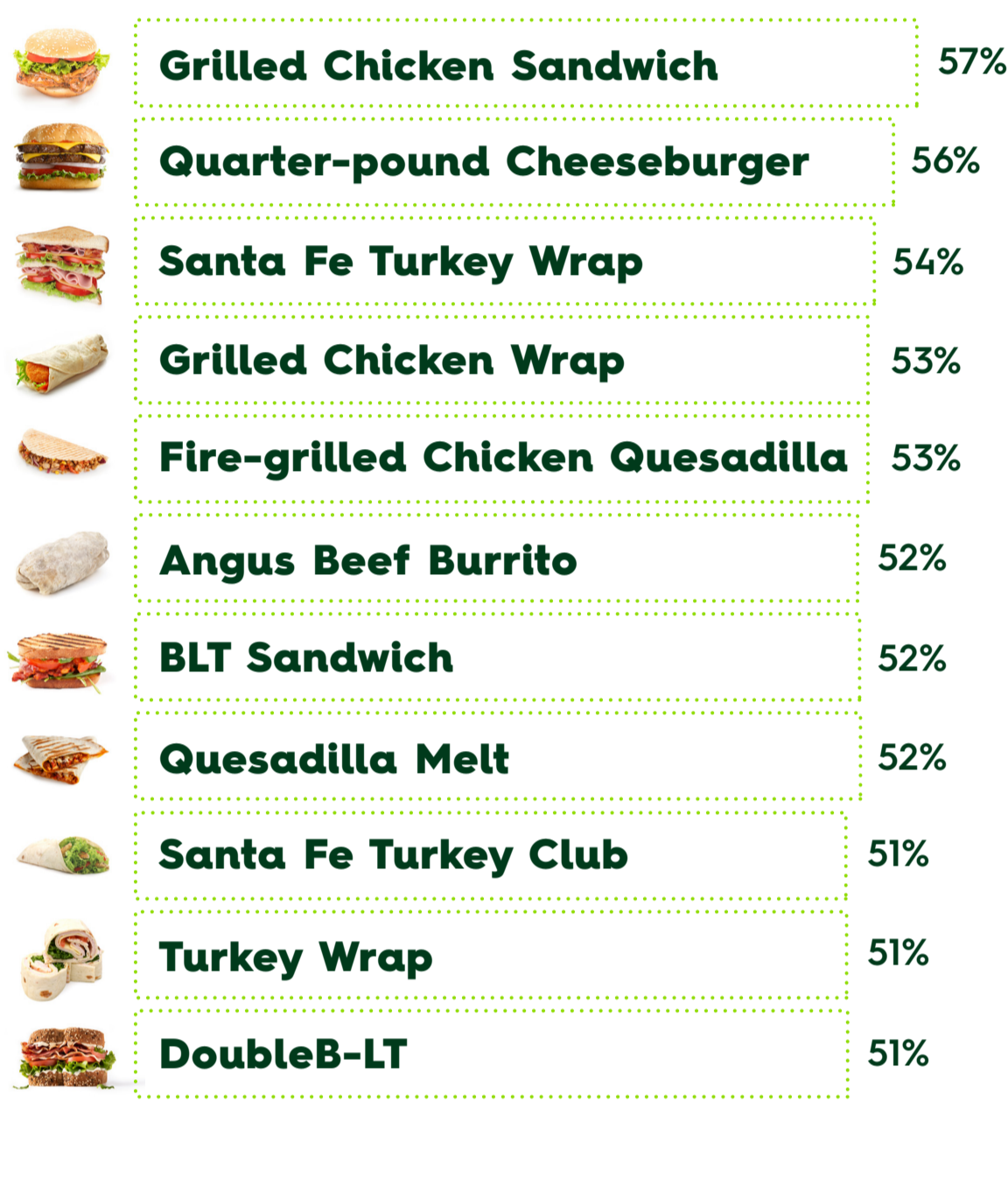
Top Breakfast Items for Avocado Add-Ons

Consumers who eat avocado at breakfast report they are likely to order avocado add-ons with **omelets (46%)** and other **egg dishes (45%)**. 17% of avocado consumers are also likely to order avocado with toast when dining away from home.¹



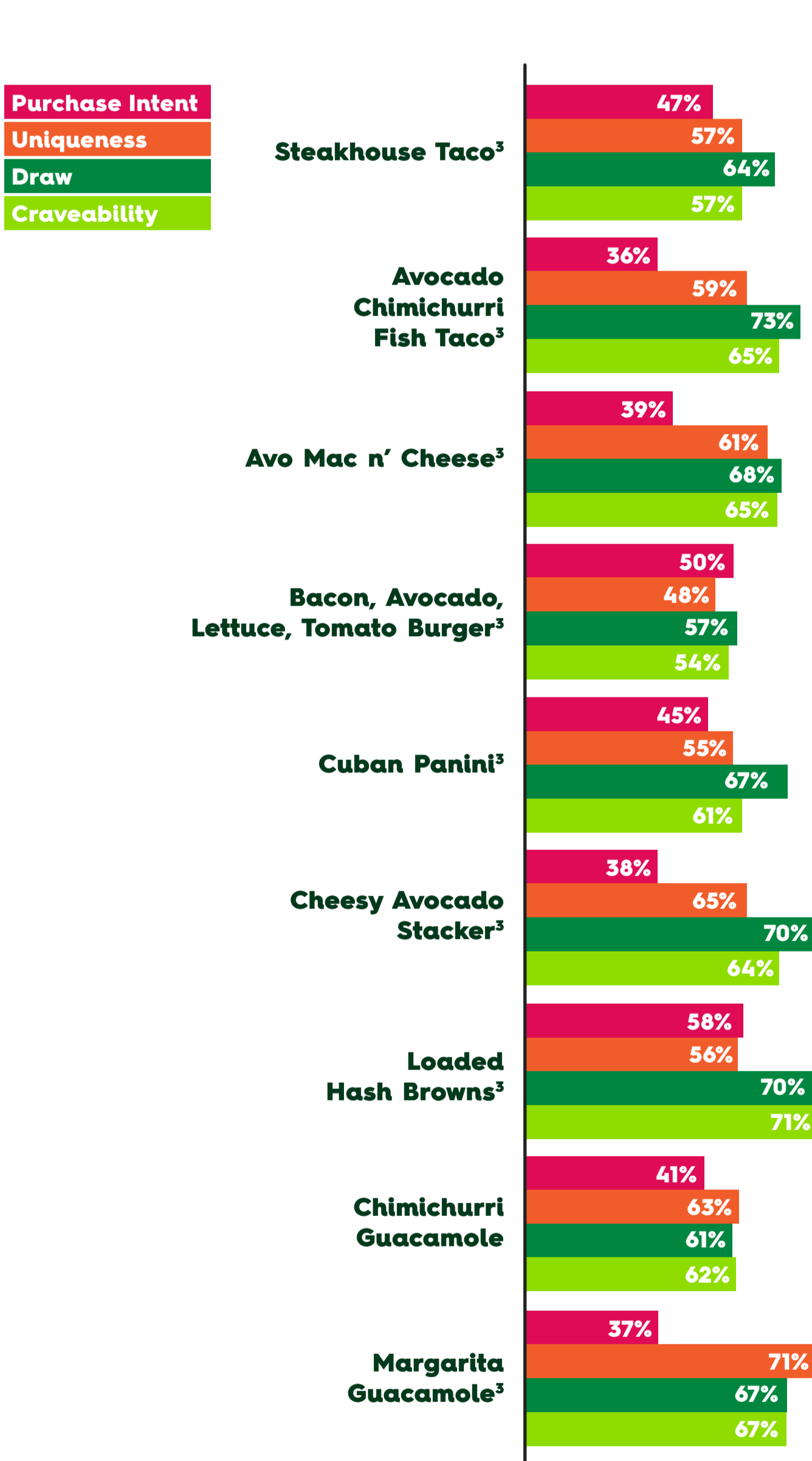
Top Handheld Items for Avocado Add-Ons

Over half of consumers we surveyed say they would definitely or probably buy the following items if they were offered with an add-on of avocado or guacamole spread:²



MENU CONCEPT ITEMS

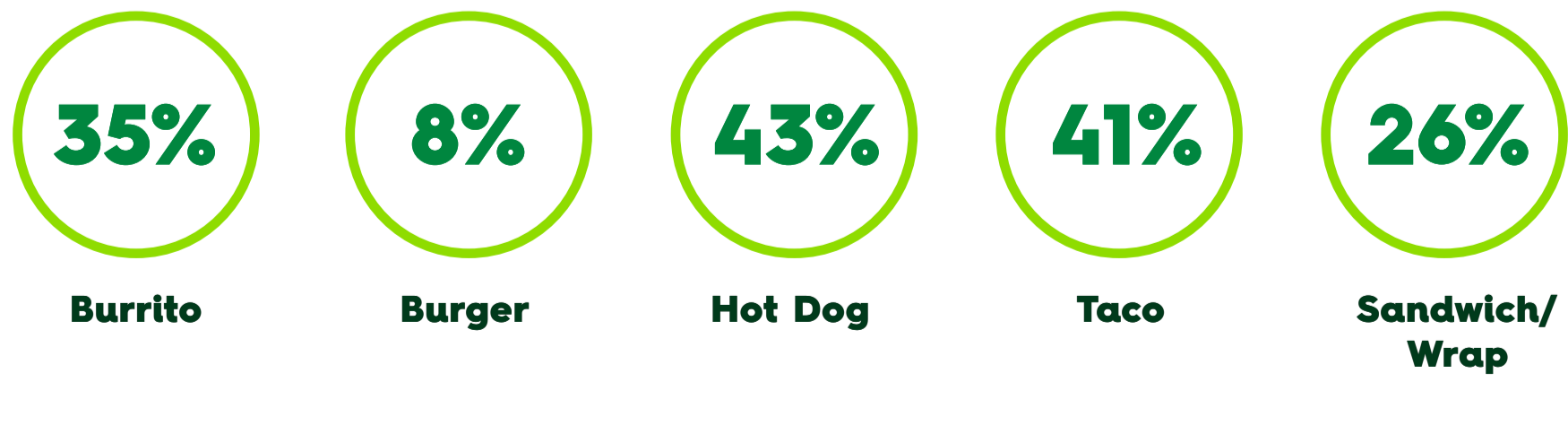
Consumers were surveyed to gauge their attitude towards new menu concepts featuring avocado. These concepts were rated for their purchase intent, ability of the item to draw a customer to a restaurant, craveability, and uniqueness.³



TOP FOOD ITEMS ORDERED BY CONSUMERS FOR DELIVERY That Include Avocado:⁴

Food Item	Avocado Form
Tacos	Guacamole / Avocado Slices
Salad	Avocado Slices / Guacamole
Hamburger	Avocado Slices
Chips	Guacamole
Sandwiches	Avocado Slices
Burrito	Guacamole
Toast	Mashed avocados / Avocado slices
Quesadilla	Guacamole

TOP MENU ITEMS That Include fresh Avocado:⁵



Sources: 1. AFM Breakfast Consumer Report - Nov. 2017. 2. AFM Patron Research Report - April 2016. 3. AFM Concept Screener Scorecard - Sept. 2019. 4. AFM Delivery Research Study - June 2020. 5. AFM Handheld Research Study - July 2020.