



Preferred Avocado Sources for Operators

We asked 298 fast casual and casual dining restaurant (FC/CDR) operators, and they name Mexico as their top source for fresh, whole avocados. 41% of FC/CDR operators prefer Avocados From Mexico brand.¹

BRAND USAGE

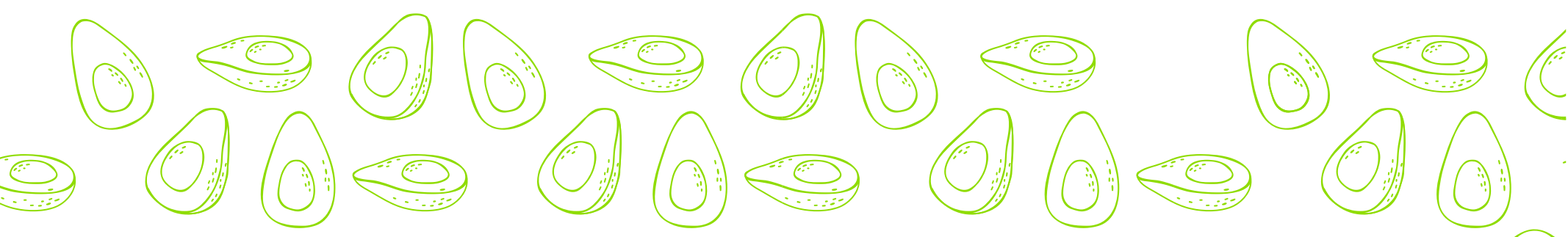
In 2019, AFM surveyed 298 FC/CDR operators and 98 quick-service restaurant (QSR) operators. **87% of the FC/CDR operators, and 86% of the QSR operators purchased fresh, whole Avocados From Mexico.**¹

Since 2019, operator preference for the Avocados From Mexico brand has increased:

Fast Casual and Casual Dining Restaurants²



Quick-Service Restaurants²



Mexico remains top of mind on an unaided basis for sources outside the U.S.

80% of fast casual and casual dining (n=294) and **55%** of QSR operators (n=100) are aware that avocados are available from Mexico.²

Sources: 1. AFM Operator A&U 2019. 2. AFM Operator A&U 2020.

