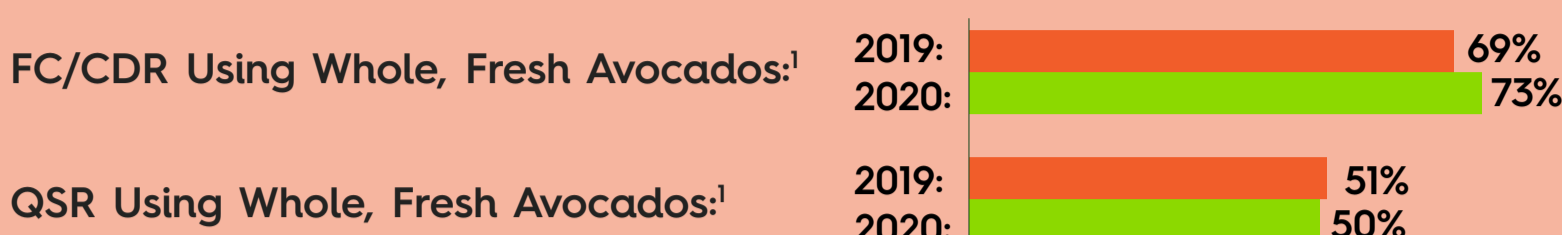


# The Menu Penetration of Avocados

## ACROSS FC/CDR AND QSR OPERATORS

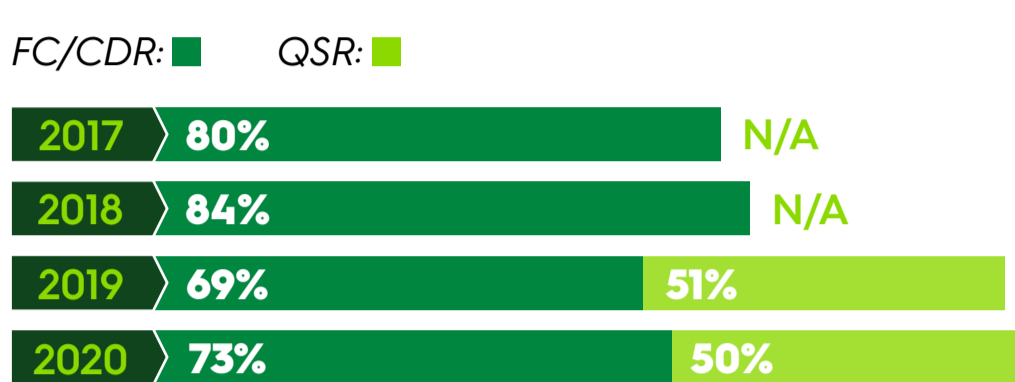
Across all formats of avocados on the menu at FC/CDR and QSR locations, whole, fresh avocados have the strongest penetration



### % of Operators Using Fresh Avocados According to Our A&U Survey<sup>1</sup>

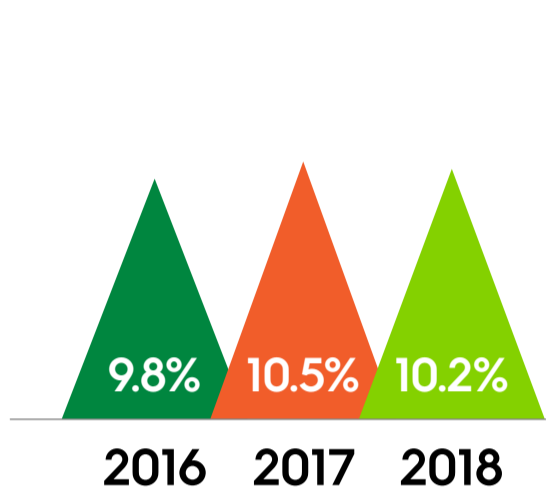
A slightly higher percentage of FC/CDR operators are using whole, fresh avocados.<sup>1</sup>

For QSRs, the percentage is about the same.<sup>1</sup>

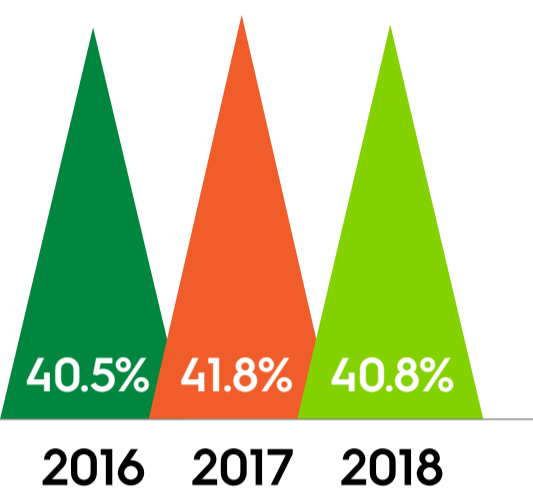


Menu penetration of handhelds with avocados has hovered around 10% over the past 3 years. Operator penetration of avocado handhelds has also not changed much over the past 3 years, showing percentages near 41%.<sup>2</sup>

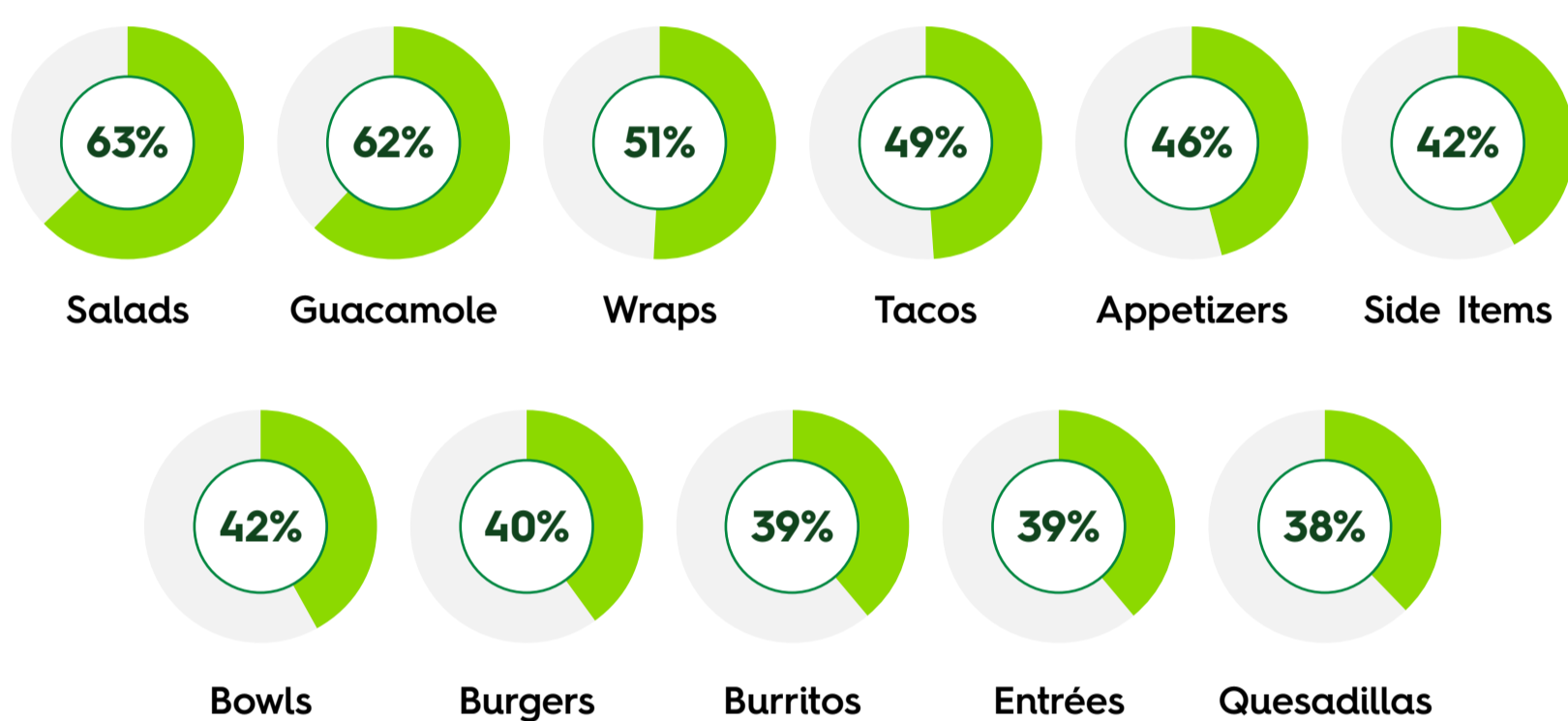
### Menu Penetration in Handhelds with Avocados<sup>2</sup>



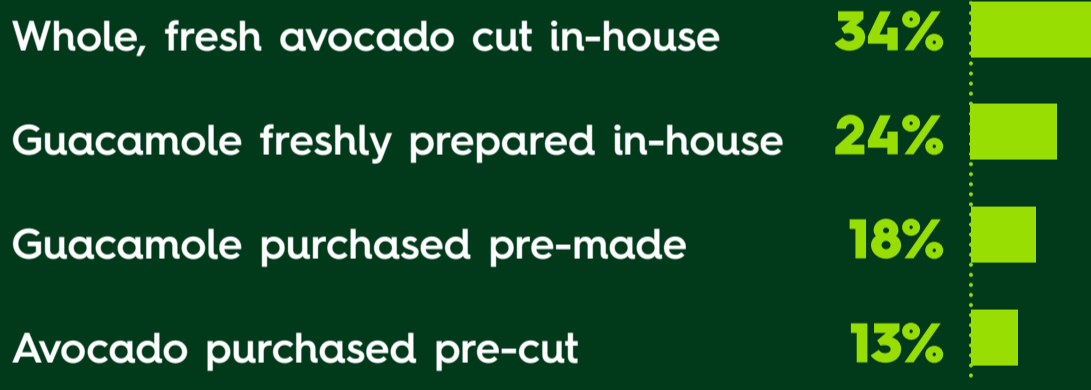
### Operator Penetration in Handhelds with Avocados<sup>2</sup>



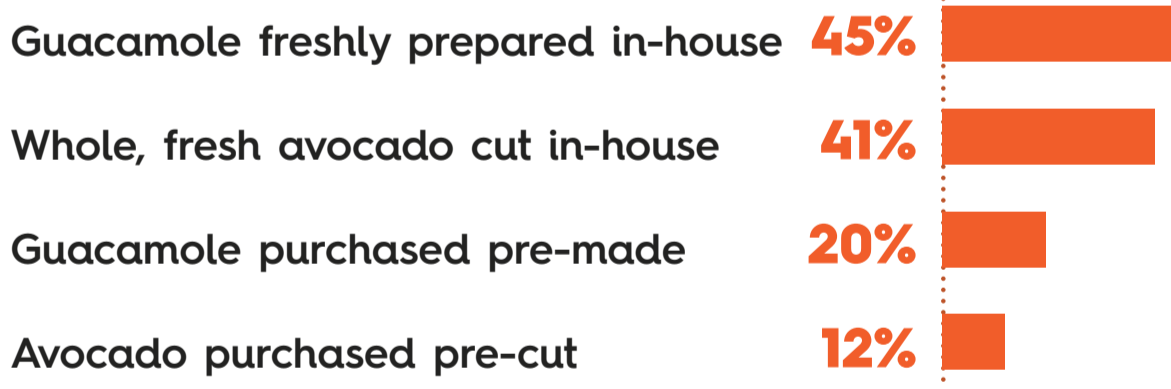
### Current menu applications for whole, fresh avocados (2019)<sup>3</sup>



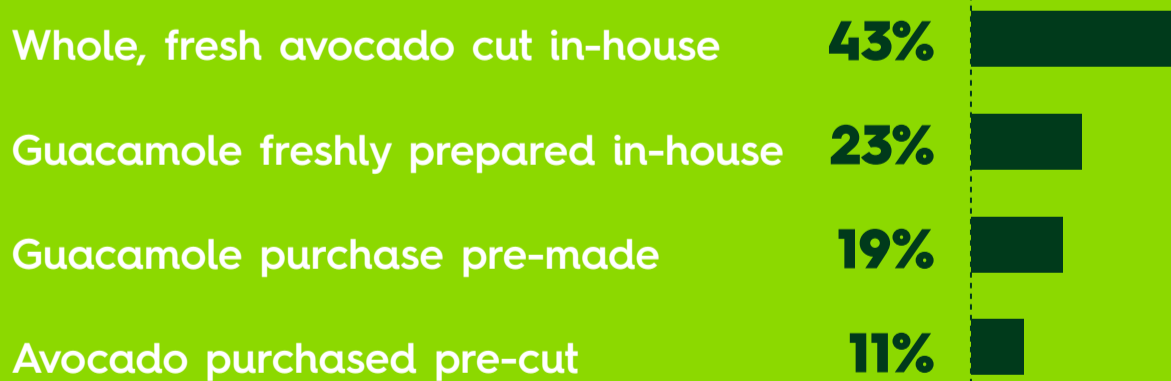
### Avocado products in sandwiches (2020)<sup>1</sup>



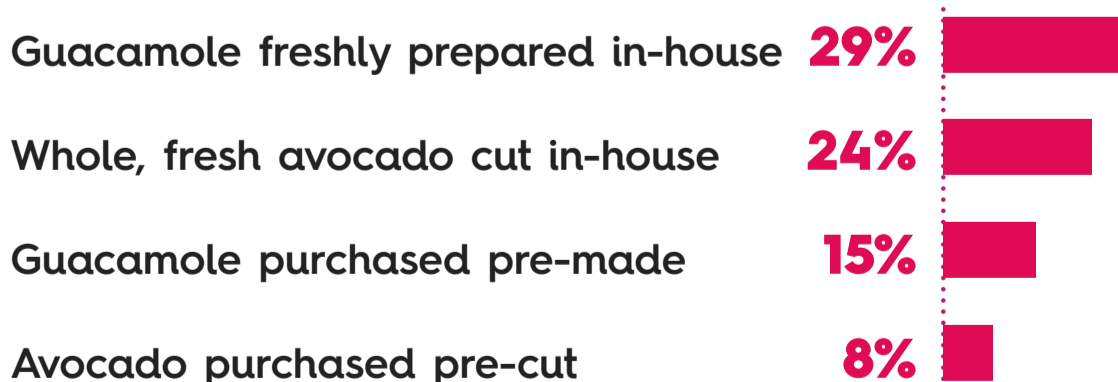
### Avocado products in wraps (2020)<sup>1</sup>



### Avocado products in burgers (2020)<sup>1</sup>



### Avocado products in burritos (2020)<sup>1</sup>



Sources: 1. AFM Operator A&U 2020 Update. 2. AFM Operator A&U 2018 Update. 3. AFM Operator A&U 2019 Update.