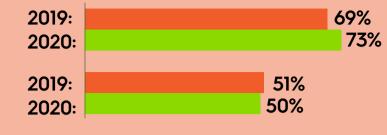
# The Menu Penetration of Avocados

# 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

FC/CDR Using Whole, Fresh Avocados:1

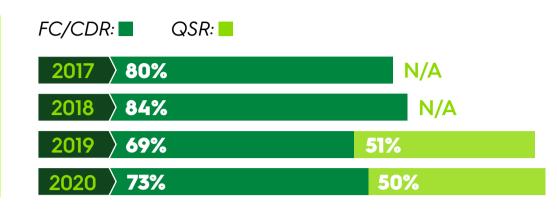
QSR Using Whole, Fresh Avocados:1



## % 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.1

For QSRs, the percentage is about the same.1

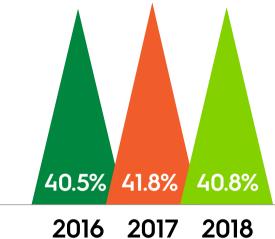


Menu penetration of handhelds with avocados has hovered around 10% over the past 3 years. Operator penetration of avocado handhelds has also not changed much over the past 3 years, showing percentages near 41%.2

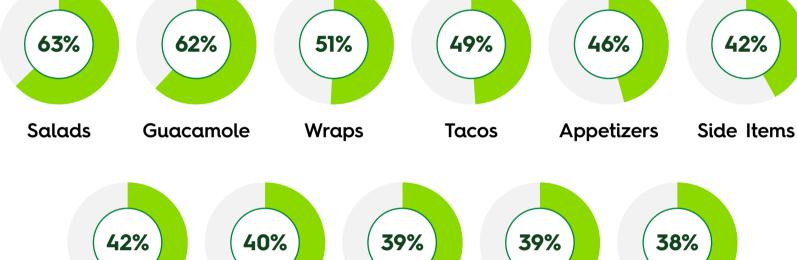
### Menu Penetration in Handhelds with Avocados<sup>2</sup>

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





## Current menu applications for whole, fresh avocados (2019)3





## Avocado products in sandwiches (2020)1

Whole, fresh avocado cut in-house

34% 24%

Guacamole freshly prepared in-house Guacamole purchased pre-made

18%

Avocado purchased pre-cut

13%





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

Guacamole freshly prepared in-house 45% 41% Whole, fresh avocado cut in-house 20% Guacamole purchased pre-made 12% Avocado purchased pre-cut

Guacamole freshly prepared in-house 23%

Whole, fresh avocado cut in-house

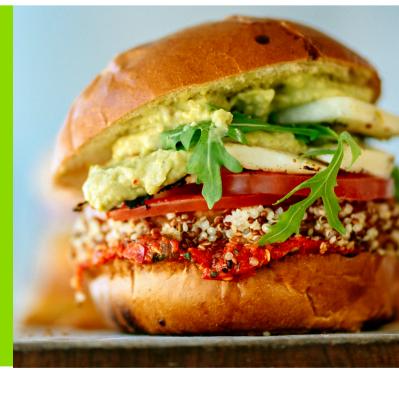
Guacamole purchase pre-made

Avocado purchased pre-cut

19%

43%

11%





Guacamole freshly prepared in-house 29%

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

24% Whole, fresh avocado cut in-house 15% Guacamole purchased pre-made 8% Avocado purchased pre-cut

