

Why Avocados Are AN IMPORTANT PART OF HISPANIC CELEBRATIONS

According to a study conducted by AFM, the majority of Hispanics are likely to view avocados as a food they can't live without, a comfort food that makes dishes extra special, and a food that brings back pleasant memories and shows their family they love them.¹

Avocados and guacamole are an integral part of Hispanic Heritage Month and Fiestas Patrias celebration.¹

HISPANIC HERITAGE MONTH

Of those who celebrate...¹



68% eat avocados in other forms



FIESTAS PATRIAS

Of those who celebrate...¹

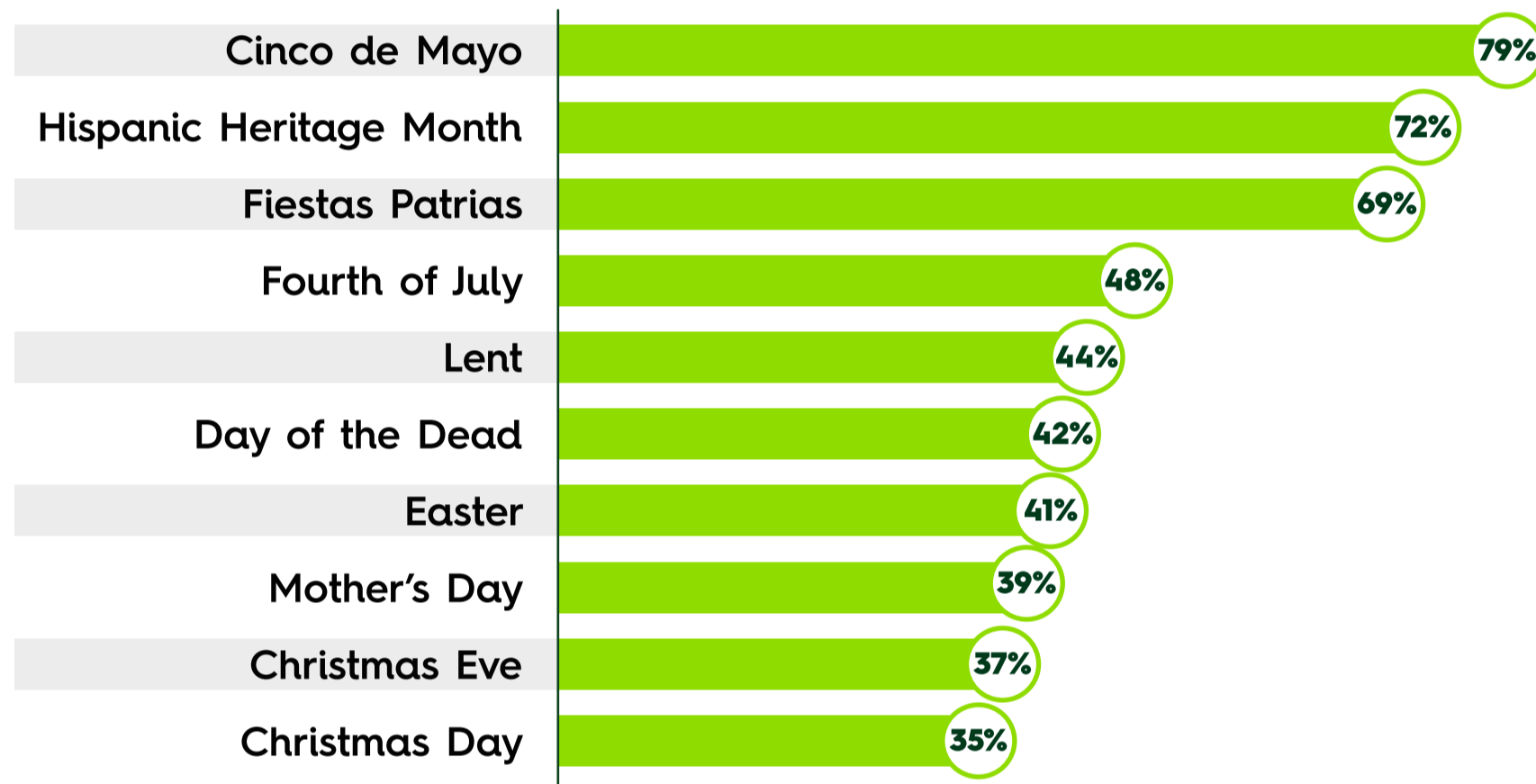


64% eat avocados in other forms

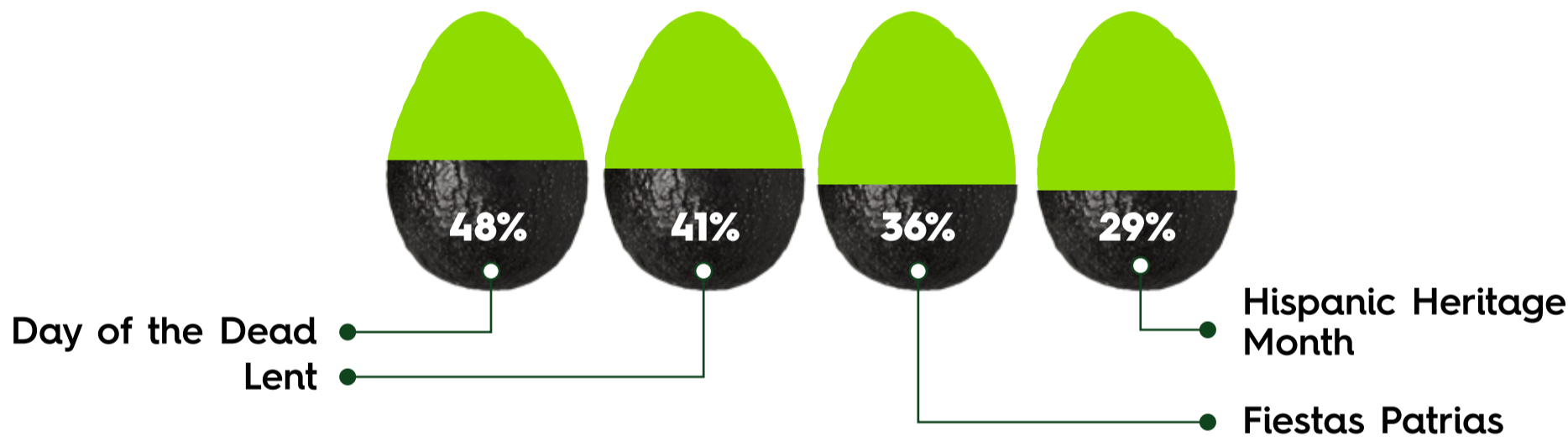


For most holidays, a broader approach is taken to food and the act of eating than associating specific foods with each celebration.²

Top celebrations where Hispanics say they must have avocados:¹



Celebrations with higher social activity where avocados were mentioned:¹



SOCIAL LISTENING CONVERSATIONS AROUND TOP CELEBRATIONS IN THE HISPANIC MARKET

CINCO DE MAYO

- Cinco de Mayo is a popular celebration on social media, with a total of **1,587,036** social posts about the holiday. About 14% of these conversations were in Spanish.²
- Conversations overall focused on how users were planning on celebrating by drinking and eating Mexican food.²
- Major brands were mentioned in these conversations, including Avocados From Mexico.²



LENT

Lent is one of the primary Hispanic celebrations, with a total of **1,764,581** social posts about Lent.² The sentiment around this celebration was mostly neutral, with positive sentiment at 26% and negative sentiment at 17%.²

For users that give up meat for Lent, the conversation surrounds eating vegetables and seafood, which creates an opportunity for avocados.²



MEXICAN INDEPENDENCE DAY/FIESTAS PATRIAS

Mexican Independence Day is an important holiday for Hispanics on social media, with a total of **148,877** social posts in the U.S. about this celebration. More than half (58%) of those conversations were in Spanish.²

