

# How foodservice patrons LIKE THEIR GUACAMOLE'S SPICE AND TEXTURE

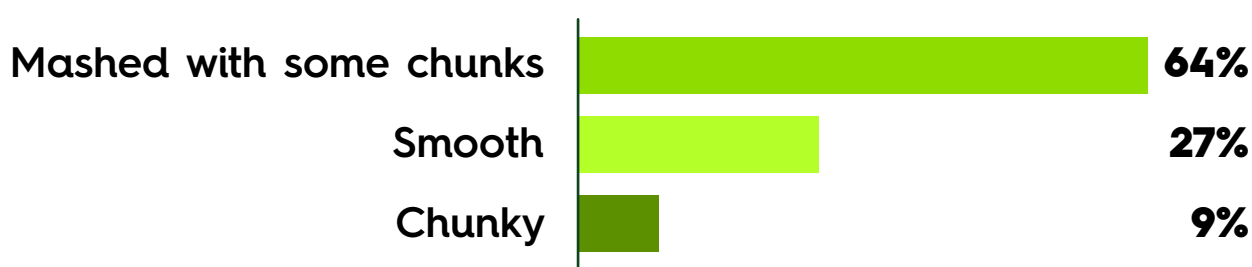
## GUACAMOLE TEXTURE PREFERENCES

Texture and flavor are important to consumers. The majority of consumers prefer guacamole that is mashed with some chunks.

**MALE CONSUMERS** are more interested (31%) than **FEMALE CONSUMERS** (24%) in a smooth guacamole texture.<sup>1</sup>



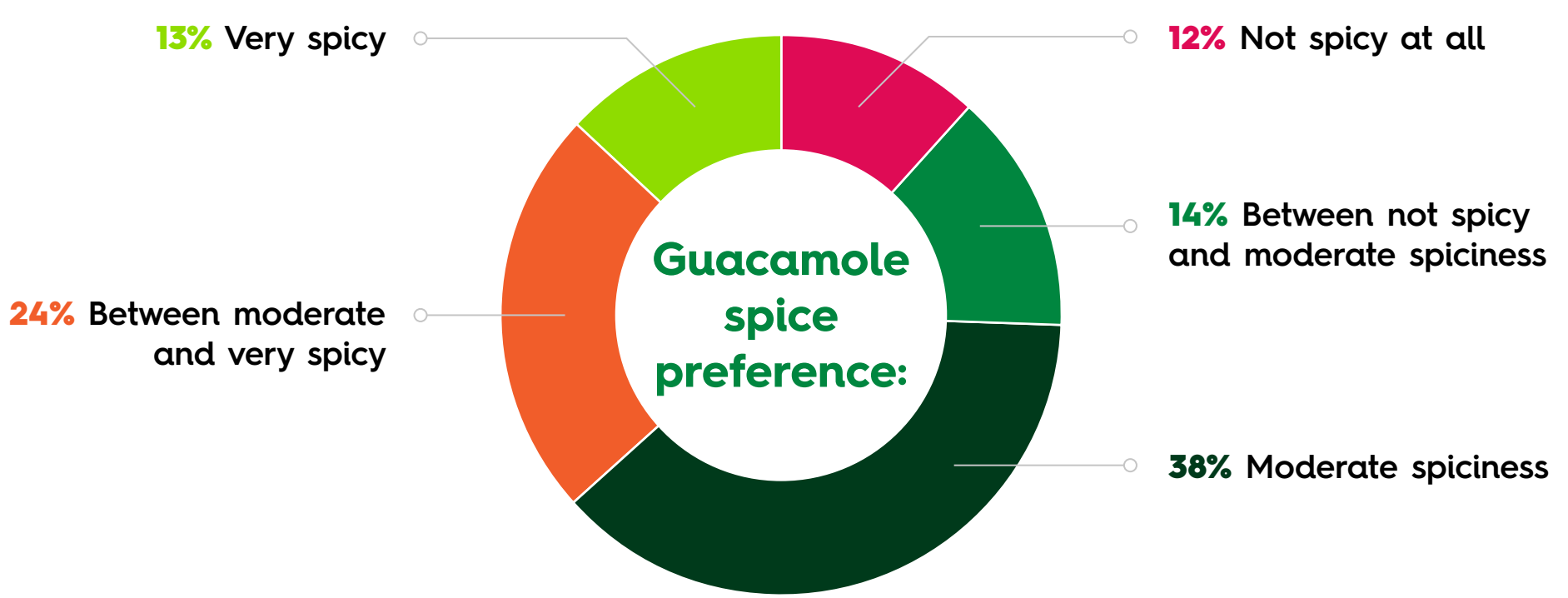
### Guacamole texture preference:<sup>1</sup>



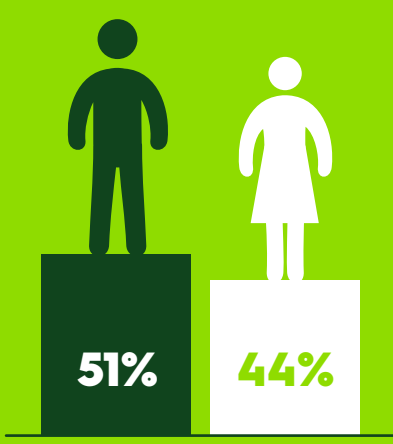
When compared to processed guacamole, fresh-prepared guac earned significantly higher ratings, particularly in flavor and texture.<sup>2</sup>

## GUACAMOLE SPICINESS PREFERENCES<sup>1</sup>

Consumers are mostly mixed about guacamole spiciness, but the majority either prefer spicy or moderate spiciness.



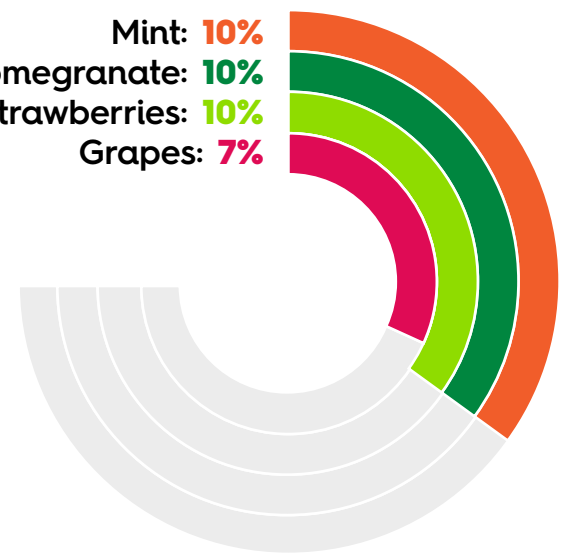
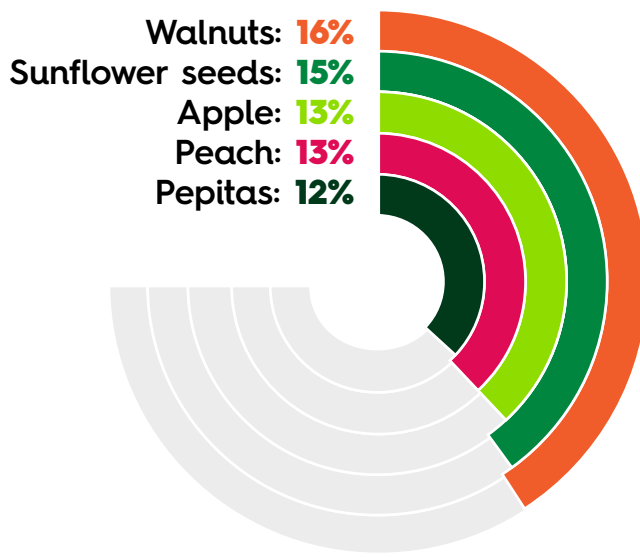
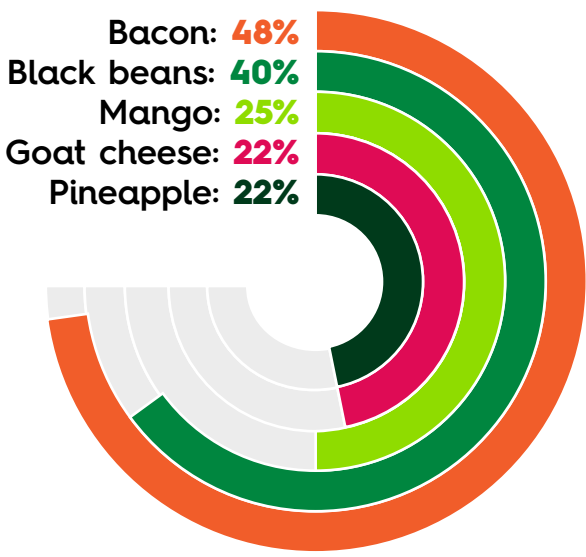
## SEASONAL/UNIQUE GUACAMOLE INGREDIENT PREFERENCES



Men are more likely to be interested in unconventional ingredients in guacamole and show a preference over women for bacon (51% vs. 44% respectively).

Men also show higher interest in incorporating fruits such as apple (15%), pomegranate (12%), and strawberry (13%).<sup>1</sup>

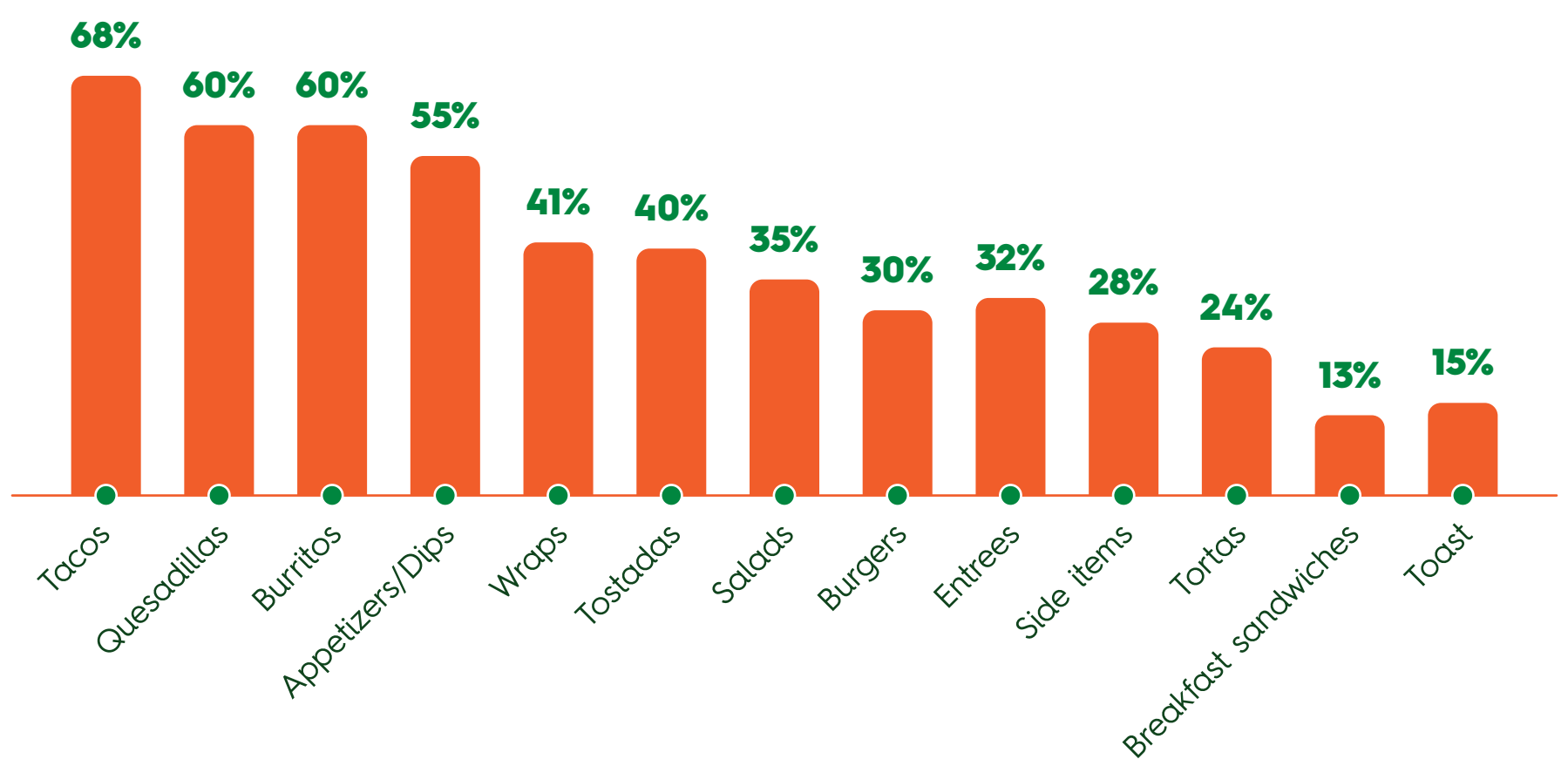
### Consumer interest in seasonal/unique guacamole ingredients:<sup>1</sup>



## GUACAMOLE MENU PAIRINGS

Mexican dishes such as tacos, quesadillas, and burritos are typical items that consumers order with guacamole.

### Typically ordered items including guacamole:<sup>1</sup>



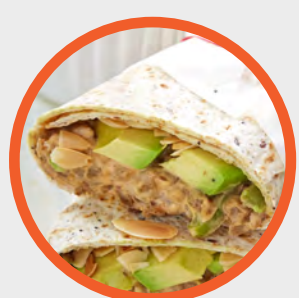
### Across all handheld segments:<sup>3</sup>

Avocado is the preferred topping for **28%** of consumers



Guacamole is the preferred topping for **25%** of consumers

### Consumer preference for avocados and guacamole on handhelds:<sup>3</sup>



**Burritos**  
Avocado 37%  
Guacamole 42%



**Burgers**  
Avocado 18%



**Hot dogs**  
Avocado 18%  
Guacamole 14%



**Tacos**  
Avocado 34%  
Guacamole 36%



**Sandwiches**  
Avocado 35%  
Guacamole 25%



Sources: 1. AFM The Away-From-Home Guacamole Patron, March 2019. 2. AFM Fresh vs. Processed Taste Test - Full Report (2020). 3. AFM Handheld Research Study, July 2020.