

# CONSUMERS LOVE AVOCADOS AND HANDHELDS

From burritos and tacos to burgers and hot dogs, **PATRONS ARE ORDERING A LOT OF HANDHELD MENU ITEMS WITH AVOCADO AND GUACAMOLE ADD-ONS.**

These items represent great opportunities to drive more sales.

## TOP REASONS

64% of patrons purchase handhelds at least once a week via carryout or takeout. Consumers' top reasons are that handhelds:



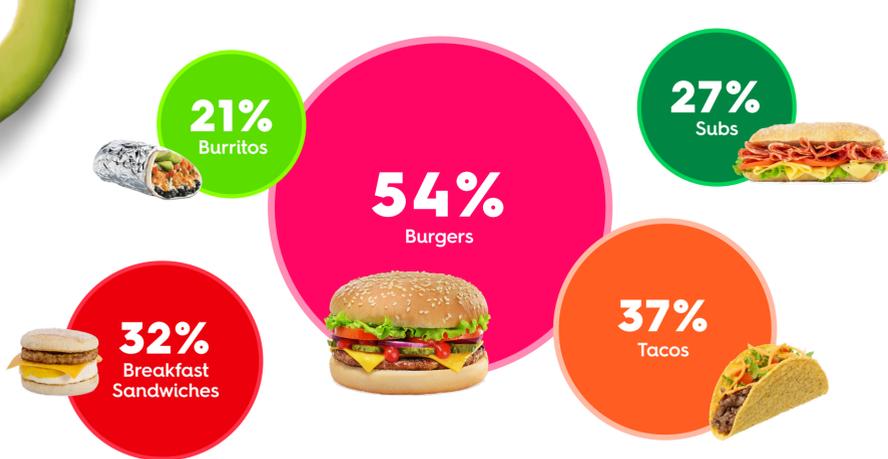
## TOP LOCATIONS

At least once a week, consumers purchase handhelds at:



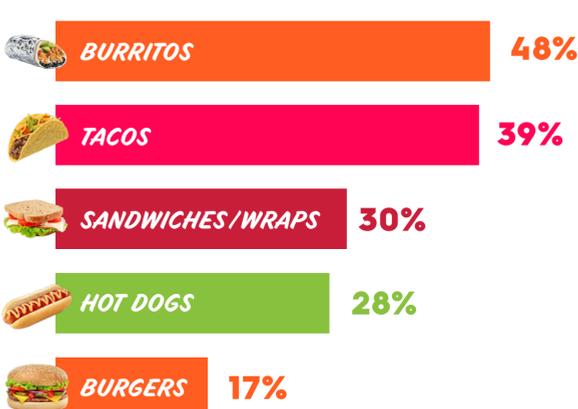
## PERCENTAGE OF HANDHELDS PURCHASED

The most prominent handhelds ordered are burgers.



## GUACAMOLE ADD-ONS

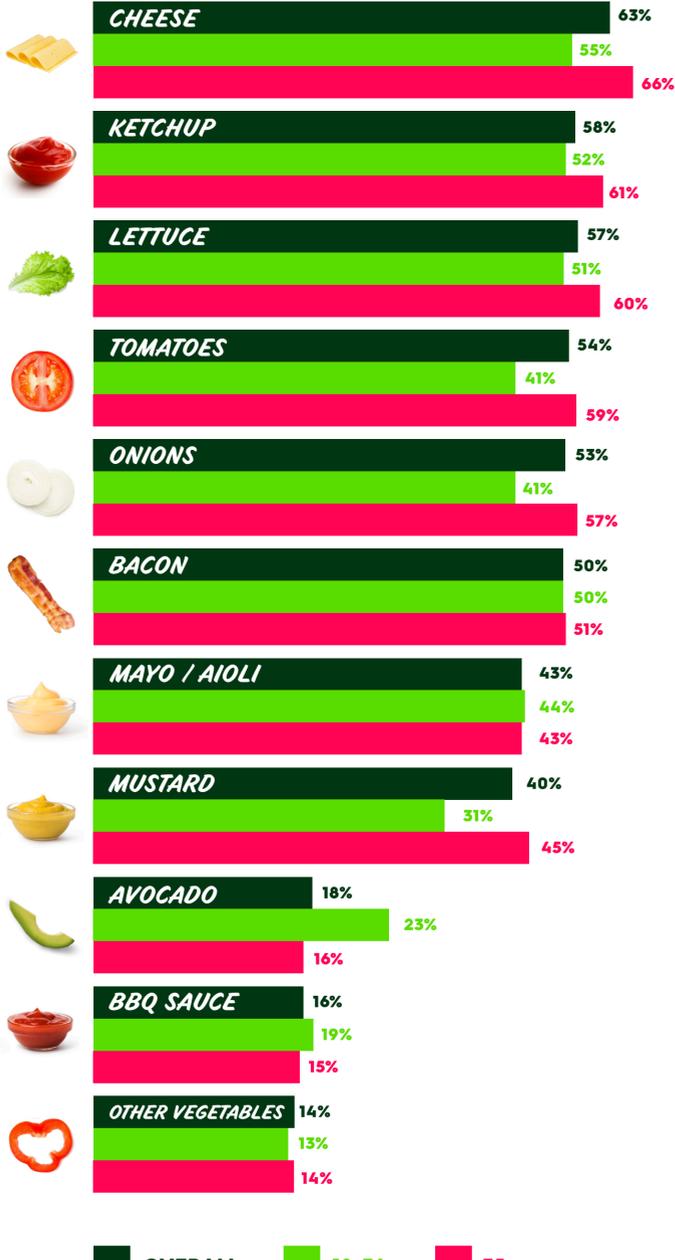
The percentage of consumers who always (or nearly always) order their handhelds with guacamole:



Consumers are least likely to add guacamole to their burgers, presenting an opportunity to grow this consumption category.

Avocado is not a regular burger topping for handheld consumers, and this is also true among the avocado likers segment. Only **33% OF AVOCADO LIKERS ADD AVOCADO TO THEIR BURGERS**, with **8% REPORTING THAT THEY ADD IT EVERY TIME.**

## BURGER TOPPINGS



## ORDER FREQUENCY OF AVOCADO ON BURGERS

