

WHY CONSUMERS AGREE THAT **FRESH** *IS* **ALWAYS GOOD**



During a blind taste test, an overwhelming
**77% OF CONSUMERS PREFERRED FRESH
AVOCADO PULP VERSUS PROCESSED.**

It's no secret, then, that they can tell the difference.

AVOCADO PULP PREFERENCE

- ✓ 77% fresh avocado
- ✓ 17% processed avocado
- ✓ 6% no preference



GUACAMOLE PREFERENCE

- ✓ 52% fresh guacamole
- ✓ 31% guacamole B
- ✓ 17% guacamole C



FRESH *VS* PROCESSED

Avocado Attribute Ratings

Fresh pulp and guacamole outperform processed pulp and guacamole on a variety of metrics, including texture, flavor, appearance, color, and overall likeability. Texture is the greatest differentiator.

Appearance: **FRESH +2.00**

Color: **FRESH +1.24**

Overall Liking: **FRESH +2.18**

Overall Flavor: **FRESH +2.23**

Overall Texture: **FRESH +2.63**



FRESH *VS* PROCESSED

Guacamole Attribute Ratings

FRESH GUACAMOLE VS. GUACAMOLE B

Appearance: **FRESH +0.79**

Color: **FRESH +0.80**

Overall Liking: **FRESH +1.33**

Overall Flavor: **FRESH +1.34**

Overall Texture: **FRESH +1.09**



FRESH GUACAMOLE VS. GUACAMOLE C

Appearance: **FRESH +1.75**

Color: **FRESH +1.17**

Overall Liking: **FRESH +1.33**

Overall Flavor: **FRESH +1.29**

Overall Texture: **FRESH +2.29**

