



TAKE
HANDHELDS
TO THE

**NEXT
LEVEL**

WITH *FRESH* AVOCADOS
FROM MEXICO

Avocados
From
Mexico

▲▲▲▲▲
ALWAYS GOOD

**ADD FRESH
AVOCADOS,
CREATIVITY AND
PROFITABILITY
TO YOUR
HANDHELD
MENU!**



At Avocados From Mexico, we understand how difficult running a kitchen has become in the last few years with labor concerns, the need for ingredient versatility, meeting customer demands and—well, pretty much everything else.

We also know that the passion and dedication of our customers is matched only by our own. That's why our chefs have put so much work into researching and creating the innovative handheld recipe ideas you'll find in this playbook, most of which have already been screened with consumers through Datassential's SCORES so you can identify the concepts that work best for your operation based on your objectives. We hope to save you some time while inspiring you and giving you the tools needed to use an ingredient that—while already popular—is still growing in popularity among consumers.

For more information, visit us at AvocadosFromMexico.com/Foodservice or reach out to our team.

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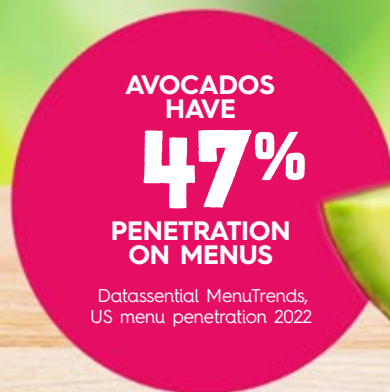
AN EASIER WAY TO AVOCADO.....22



WHAT WE BRING TO THE TABLE

Whether you're looking for something trendy, timely, simple or simply delicious, fresh recipe ideas can make your handheld menu offerings even more appealing. And what's better than serving up consumers' favorites? Making them even more delicious with irresistible ingredients and toppings featuring fresh Avocados From Mexico!

These recipes use fresh avocados in unique and memorable ways and give you the freedom to do something that will appeal to more consumers while addressing your operational needs. We can't wait to show you some of our favorites.



BEHIND EVERY DELICIOUS IDEA

We like to think that all delicious ideas include Avocados From Mexico, and in the following recipes, they do! So how do we know these ideas are menu-worthy?

We regularly work with large national brands, concessionaires, research companies and a variety of foodservice operators to ensure that with each batch of recipes, our culinary experts are creating unique crowd-pleasers that always reflect current consumer insights, flavor trends and operator needs.



FRESH IS ALWAYS GOOD

We look at fresh avocados as more than an ingredient. They're an opportunity for you to create something different and delicious. But we also want to help you market your new creations to customers in a way that lets them know you care enough to offer them the very best.

WHEN IT COMES TO FRESH, YOUR CUSTOMERS CAN TASTE THE DIFFERENCE.

Using our fresh seal is a great way to show your customers that they're about to enjoy a truly delicious dish with the fresh avocado that they know, love and crave! Our 100% Fresh Seal is a great addition to your handheld menu, including carryout packaging and grab-and-go options.



WHY CHOOSE AVOCADOS FROM MEXICO?

ALWAYS IN SEASON. When you combine rich volcanic soil with Mexico's abundant sunshine, nourishing rain and coastal air, you get a recipe for access to fresh avocados all year long.

ALWAYS GOOD. Good for health, good for consumers' taste buds and good for your business, Avocados From Mexico are always ready to bring the good to your operation.

ACROSS THE MENU. Play up trends in creative, irresistible ways with fresh avocado. All handheld possibilities are on the table—breakfast, lunch, dinner, snacks, on-the-go or dine-in!

ADDING PROFITABILITY TO HANDHELDS WITH AVOCADOS

Handheld menu items are easy to prepare, versatile across your whole menu, irresistible for your customers and meet the demands of today's on-the-go lifestyles. They're popular options in every culture, for any age and across any daypart. Handhelds also give you the perfect opportunity to entice more customers with a new flavor combination that can work both at a table or as a take-out friendly option.

CONSUMERS ARE WILLING TO PAY MORE FOR FRESH AVOCADOS FROM MEXICO

THE DIFFERENCE AVOCADOS CAN MAKE*

Menu Item	Willing to pay	Increase
Hot Sandwiches	+\$2.99	+33%
Mexican Entrées (Tacos and Burritos)	+\$2.74	+30%
Burgers	+\$2.05	+19%
Cold Sandwiches	+\$1.51	+18%

*Datassential, "Avocado Trends," January 2022



Datassential's SCORES evaluate new menu items and LTOs from 30,000 operations, including major chain restaurants and c-stores, to measure new ideas and recipes against in-market items.

FINDING THE RIGHT RECIPE FOR YOUR MENU

We've included Datassential's SCORES with most recipes found in this Handheld Playbook to help give you even more information on which recipe might work best on your menu depending on which factors you value the most.

UNBRANDED PURCHASE INTENT: How likely consumers would be to order the menu item when unbranded.

UNIQUENESS: How new, different and interesting consumers will find the menu item.

DRAW: How often a consumer would visit just for the menu item.

86%
OF CONSUMERS LOVE OR LIKE BURGERS. UTILIZE A FAVORITE, FAMILIAR FORMAT TO SHOWCASE FRESH AVO-INNOVATION WITH BOLD FLAVORS AND TEXTURES.

Datassential, FLAVOR, Burger, 2022

16%
OF BURGERS CURRENTLY FEATURE AVOCADO, PRESENTING AN OPPORTUNITY TO DIFFERENTIATE A CLASSIC MENU ITEM WITH A NEW INGREDIENT.

Datassential, MenuTrends, US menu penetration 2022

BURGER & SLIDER RECIPES

Whether consumers are looking for a full meal in or a treat on the go, burgers are more popular than ever with topping ingenuity becoming the universal way to showcase your operation's creativity. They're also the perfect opportunity to add a signature twist or an LTO featuring Avocados From Mexico that will set your operation apart, build business and increase overall revenue.



SMOKY AVOCADO & CHIPOTLE SLIDERS

Delight those you serve with this grilled all-beef burger topped with melted pepper jack cheese, seasoned fresh sliced avocado, shredded lettuce, sliced tomato, pickled red onions and a drizzle of smoky avocado-chipotle mayo, sandwiched between toasted Hawaiian slider buns.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★★

Uniqueness:★★★★

Draw:.....★★★★

CHEF'S TIP:

You can prepare the avocado-chipotle mayo ahead of time by placing the fresh avocado sauce into a container and firmly pressing plastic wrap over the top to remove any excess oxygen. This will allow you to have a shelf life of 24 to 48 hours.

[VIEW FULL RECIPE](#)



AVOCADO RANCH SMASH BACON BURGER

Serve up a burger they'll come back for again and again. Two griddled all-beef smash burgers loaded with crispy bacon, melted American cheese, avocado ranch smash, caramelized onion and avo "secret sauce," served on a toasted brioche bun.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★★

Uniqueness:★★

Draw:.....★★★

CHEF'S TIP:

The avocado ranch smash also makes an amazingly tasty dip for crisp French fries that customers will love.

[VIEW FULL RECIPE](#)



CHORIZO *DIPPING* BURGER

This savory chorizo patty is topped with jalapeño pickled avocado slices, avocado-lime slaw, crumbled queso fresco, avocado molcajete salsa and cilantro-lime avocado mayo, all served on toasted bolillo bread griddled with crispy Oaxacan cheese and a rich chorizo au jus for dipping.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★

Uniqueness:★★★★

Draw:.....★★

CHEF'S TIP:

Create a unique flavor experience by using jalapeño pickling liquid in a fresh Avocados From Mexico mash.

[VIEW FULL RECIPE](#)



RANCH, AIOLI AND HONEY MUSTARD ARE SOME OF THE MOST POPULAR SANDWICH SAUCES. PUT A FRESH TWIST ON THESE CLASSICS WITH THE ADDITION OF AVOCADO.

Datassential MenuTrends, US menu penetration 2022

SANDWICHES THAT FEATURE AVOCADO TEND TO SCORE WELL AMONG CONSUMERS IN UNIQUENESS AND PURCHASE INTENT.

Datassential, "Avocado Trends," January 2022

SANDWICH *RECIPES*

This staple of American cuisine is more popular than ever. While sandwiches have been huge since—well, since sliced bread—the convenience they provide customers along with the versatility they give operators are better than ever. This format enables you to create sandwiches that are familiar, yet unique to your operation—making them the perfect vehicle to deliver on consumers' ever-changing tastes with a new avocado-themed favorite.



FIERY CHILI CRISP CHICKEN SANDWICH

Spicy is always a hot trend. Offer up this crispy chicken breast covered with pepper jack cheese, shredded lettuce, crispy bacon, fiery chili crisp oil and avocado chili crisp aioli on a toasted brioche bun.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★

Uniqueness:★★★

Draw:.....★★★

CHEF'S TIP:

Try adding some fresh slices of dill pickled Avocados From Mexico to this sandwich to elevate the flavor.

[VIEW FULL RECIPE](#)



CRISPY CORDON BLEU & AVOCADO SANDWICH

One irresistible flavor on top of another. Take crispy fried chicken and top it with shaved Black Forest ham, Swiss cheese, dill pickled avocado and caramelized onions, then finish with a drizzle of warm honey and avocado honey mustard dressing on a toasted French onion roll.

CHEF'S TIPS:

Adding dill pickling liquid in a fresh Avocados From Mexico mash creates a unique flavor experience and makes for an easy prep item for service.

Try preparing and storing your fresh avocado honey mustard dressing ahead of time by storing it in a plastic container and firmly pressing plastic wrap over the top to remove any excess oxygen. This will allow you to have a shelf life of 24 to 48 hours.

Serve the dill pickled avocado on the side in a portion container for easier transportation. You can also minimize labor by preparing it ahead of time and extend shelf life to 24 hours.

[VIEW FULL RECIPE](#)



BACON AVOCADO & PORK BÁNH MÌ

Combine the crispiness of bacon slices with the mouthwatering appeal of roasted pulled pork and add shredded cabbage, sweet and sour pickled avocados, shredded carrots, cucumbers, cilantro, avocado sriracha sauce, hoisin sauce and avocado garlic aioli, all on a perfectly toasted bolillo roll, for an inescapably delicious sandwich experience.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★
 Uniqueness:★★★★★
 Draw:.....★★★

CHEF'S TIP:

Instead of holding and marinating freshly sliced Avocados From Mexico in sweet and sour sauce, try marinating them in soy ginger dressing, teriyaki sauce, or Asian peanut sauce for a unique and fresh menu add-on.

[VIEW FULL RECIPE](#)



83%
 OF CONSUMERS
 LOVE OR LIKE
 TACOS
Datassential FLAVOR,
 "Taco," 2022

AVOCADO IS
 ONE OF THE MOST
 POPULAR TACO
 INGREDIENTS,
 FOUND ON
27%
 OF OFFERINGS.
Datassential MenuTrends,
 US menu penetration 2022

TACO RECIPES

Tacos are one of the few formats continually pushing the boundaries to create something that's unique and appealing in ways consumers may never have thought possible. They've truly reached the point where anything goes. But whether it's inventive proteins, innovative toppings or complex flavor building, one constant is that the ingredients have to be fresh—and they always have to be delicious. Starting with Avocados From Mexico makes that step a bit easier and a whole lot tastier.



SPICY TUNA & AVOCADO POKE TACOS

Freshen up your menu with crispy wonton shells topped with avocado-cilantro-lime slaw topped with freshly diced sushi-grade tuna and avocado tossed in a poke soy marinade. Layer on a drizzle of fresh avocado soy vinaigrette and avocado siracha. Finish with crispy onions, red radish, sliced jalapeños and nori seasoning.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★
 Uniqueness:★★★★★
 Draw:.....★★

CHEF'S TIP:

Try preparing and holding the freshly diced Avocados From Mexico in sesame oil separate from the tuna poke to allow a fresher and more vibrant avocado experience.

[**VIEW FULL RECIPE**](#)



CRISPY BIRRIA & AVOCADO TACOS

Give your patrons an unforgettable taste of Mexico with these warm tortillas dipped in a savory broth, layered with rich shredded beef, sliced fresh avocado, chopped cilantro and diced white onion. Serve with a roasted poblano guac and more savory beef broth for dipping.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★★
 Uniqueness:★★★★★
 Draw:.....★★★★★

CHEF'S TIP:

For all to-go and carryout orders, try serving freshly sliced Avocados From Mexico on the side between two pieces of parchment paper to give customers a deliciously fresh experience.

[**VIEW FULL RECIPE**](#)



SHRIMP AVO-VERDE TACOS

The perfect example of how avocados can make great things even better. Grilled garlic shrimp layered on warm corn tortillas with fresh cilantro and onion marinated avocado, pickled red onion, fresh pineapple pico de gallo, crumbled queso fresco and avocado salsa verde.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★★

Uniqueness:★★★★

Draw:.....★★★★

CHEF'S TIP:

Try prepping the freshly diced Avocados From Mexico in lightly flavored oil or lime juice to extend shelf life for up to 8 hours. Prep ahead of time in 4-oz plastic containers sealed with a lid. Place under refrigeration for all transportable orders.

[VIEW FULL RECIPE](#)



AVOCADO CHIMICHURRI STEAK TACOS

A delicious twist on a classic. Grilled, sliced marinated flank steak covered with avocado chimichurri sauce, pickled red onion, Cotija cheese, roasted red bell peppers, citrus slaw and fresh cilantro, topped with avocado roasted garlic aioli and served on warm, crispy corn tortillas.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★★★

Uniqueness:★★★★

Draw:.....★★

CHEF'S TIP:

Allow the avocado chimichurri sauce to sit overnight completely covered with plastic wrap to allow flavors to combine.

[VIEW FULL RECIPE](#)

GUACAMOLE IS A STAPLE ON THE MENU, FOUND ON **35%** OF BURRITOS.
Datassential MenuTrends, US menu penetration 2022

76% OF CONSUMERS LOVE OR LIKE BURRITOS AND THEY ARE EQUALLY POPULAR WITH ALL CONSUMER TYPES.
Datassential FLAVOR, "Burrito" 2022

BURRITO RECIPES

Filled with irresistibly savory ingredients and already in a format that's perfect for dining in, taking home or even eating on the go, burritos are perfectly suited for the demands of today's consumer. The key is to make your offering something new and intriguing to catch their attention with the quality ingredients that will keep them coming back for more—just like Avocados From Mexico.



BIG ISLAND AVO BURRITO

The Big Island has all the best tastes! This recipe features slow-roasted Hawaiian pulled pork tossed in Hawaiian hot sauce in a flour tortilla rolled with fresh guacamole, diced pickled avocados, pineapple fried rice, black beans and lime-cilantro shredded cabbage, finished with avocado teriyaki mayo.

CHEF'S TIP: Extend the life of this recipe by storing fresh guacamole in portioned containers for up to 24 hours. Be sure to press the lid tightly against the guacamole to prevent access to oxygen, which allows the guacamole to oxidize.

[VIEW FULL RECIPE](#)

DATASSENTIAL SCORES RATINGS:
 Unbranded Purchase Intent:.....★★★
 Uniqueness:★★★★★
 Draw:.....★★★★



AVOCADO *VERDE* BURRITO

This dish wraps rich slow-roasted chile verde pork and tangy cilantro lime rice in a warm flour tortilla with avocado salsa verde, shredded lettuce, diced tomato and onion and roasted Hatch green chile avocado mash, served with a side of chorizo queso blanco with avocado hatch chili mash for dipping.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★

Uniqueness:★★★

Draw:.....★★

CHEF'S TIP:

For a fresh take on this burrito, substitute avocado salsa verde with an avocado pico de gallo.

[VIEW FULL RECIPE](#)



KITCHEN *SINK* BURRITO

All their favorite flavors in one delicious place. Serve up a soft, warm tortilla stuffed with mouthwatering skirt steak, crumbled chorizo, roasted poblano pico de gallo, crispy french fries and fresh guacamole, all smothered with a smoky chipotle queso and rich avocado salsa verde. Top it all with fresh avocado slices and a generous scoop of pico de gallo.

DATASSENTIAL SCORES RATINGS:

Unbranded Purchase Intent:.....★★★

Uniqueness:★★★★

Draw:.....★★★★★

CHEF'S TIP:

For a more transportable option, try serving everything separately in a to-go container. This allows your customers to build their very own burrito with freshly sliced Avocados From Mexico.

[VIEW FULL RECIPE](#)

AN EASIER WAY TO AVOCADO



LEARN ABOUT THE STAGES OF RIPENESS

Avocados have different stages, and every stage has its own delicious use. Watch and learn how to transform each stage into something magical!

[WATCH VIDEO](#)



LEARN HOW TO SPEED UP RIPENING

Need to quickly ripen a case of avocados? The environment you keep them in plays the biggest role.

[WATCH VIDEO](#)

We know you're always on the lookout for ways to save time, get the most out of your ingredients and streamline your operation. We're more than happy to help you in any way we can, and there's nothing we know better than avocados. We've put together a few tips and tricks to help you get the most out of your avocados to ensure things run as smoothly in your back-of-house as possible.



LEARN HOW TO SLOW DOWN RIPENING

Want to extend one of the stages of ripeness? You can! It's all about keeping them at the right temperature.

[WATCH VIDEO](#)



LEARN ABOUT CUTTING AVOCADOS

Cutting avocados can actually be pretty simple! And we have a tool that will make it even easier. Here's a quick rundown of how to slice, pit and scoop avocados.

[WATCH VIDEO](#)



LEARN ABOUT PREPPING AND HOLDING HALVES

Avocado halves can easily be prepped by cutting them in half, pitting them and pressing them back together for storage so they're ready to go when needed.

[WATCH VIDEO](#)



LEARN ABOUT HOLDING SLICES

No need to be intimidated by prepping avocado slices. Simply slice, scoop, place on parchment paper and cover in cling wrap!

[WATCH VIDEO](#)



LEARN ABOUT HOLDING DICES

Concerned about your avocado dices browning? Don't worry! They can be prepped ahead of service with lime juice solution and held in refrigeration.

[WATCH VIDEO](#)



LEARN ABOUT HOLDING MASH

Mashed avocado can be prepped ahead of service when combined with lime juice and stored in vacuum sealed bags or zippered bags.

[WATCH VIDEO](#)





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