

Fact:

Consumers are willing to pay up to \$2 more to add fresh avocado to their dishes across segments.*

Avocado Chimichurri Steak Salad



*2016 Technomic, Inc., Patron Report, Avocados From Mexico.

YOUR MENU MVP

Avocados
From Mexico
ALWAYS GOOD

Most Valuable Partner, that is! Avocados From Mexico can help you capitalize on market demand with one of the most exciting, most thoughtfully executed partnership programs in the foodservice market today. Whether you're interested in our extensive library of culinary inspirations, operationally tested storage and handling techniques, immersive educational tools and workshops, robust menu ideations, or our one-of-a-kind Guac Cart Program, when you partner with us, you get the support you need in every aspect of your operation—every step of the way.

FOR MORE INFORMATION, VISIT US AT
[AVOCADOSFROMMEXICO.COM/FOODSERVICE](https://avocadosfrommexico.com/foodservice),
OR REACH OUT TO OUR TEAM.



Margarita Guacamole

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Avocados From Mexico
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GUAC & BEYOND

FIVE MASTER RECIPES, ENDLESS AVO'BILITIES

GUAC
SMASH
SCHMEAR

FEATURING TESTED
RECIPE CONCEPTS FOR
THE FRESH AVOCADO DISHES
YOUR DINERS CRAVE!

DRESSING
VINAIGRETTE





LET THEM EAT AVOS!

AVOCADOLAND
AvocadosFromMexico.com/Avocadoland

Our newest collection of recipes and techniques makes adding fresh Avocados From Mexico to any menu both easy and exciting. Our latest innovations star the green goodness in classic, craveable forms like our gold-standard guacamole, and explore new formats like a schmear, smash, creamy dressing, and vinaigrette that leave no dish, no daypart, un-avo'd. We'll show you that guac can shine beyond the bowl and outside of Mexican cuisine; that you can drizzle our dressings and spread our schmear on dishes like salads, sandwiches, bowls, or even a fresh mac and cheese. With inspiration this actionable and a fruit so versatile, Guac & Beyond will invigorate your menu, from morning to night, appetizer to entrée and more.

We've developed five delicious, customizable master recipes that put fresh avocados to work across your menu in easy and intuitive ways.

¡BIENVENIDOS A AVOCADOLAND!

Mexico is the world's #1 avocado producer. It's where the trees naturally bloom four times a year and every season is peak season.

*2016 Technomic, Inc., Patron Report, Avocados From Mexico.

Try one of our consumer-tested menu concepts or add your own signature twist to make the recipe distinctly yours. Whichever you choose, when you serve dishes made with fresh Avocados From Mexico, you're serving up:

- **FRESHNESS** — the ONLY avocado available in every season
- **FLAVOR** — a creamy, buttery, irresistible taste and texture
- **CRAVEABLE COLOR** — a striking green, vibrantly fresh color on any dish
- **VERSATILITY** — from classic Mexican dishes to globally inspired twists, add flavor and value to any cuisine or menu
- **QUALITY** — a rigorous quality-control program ensures the highest-quality fruit is always available
- **PROFITABILITY** — consumers are willing to pay up to \$2 more for a dish featuring fresh avocados!*

IT'S THAT EASY

GUAC & BEYOND

Five Base Recipes

COUNTLESS MENU APPLICATIONS



GUAC



SMASH



SCHMEAR



DRESSING



VINAIGRETTE

Fajita Avocado Tacos



Fact:

67% of consumers believe fresh avocados increase a menu's overall quality.*



*2016 Technomic, Inc., Patron Report, Avocados From Mexico.



YOU ASK? WE DELIVER!

OPERATOR CHALLENGE

“People love guac, and that won’t change, but it’s not the new thing anymore, so I don’t see it growing too much.”

—Operator Feedback*

AVOCADOS FROM MEXICO ANSWER

Shake things up! Guac is far more than just a dip and shines as a premium addition on more than just Mexican menus. Bring the flavor to new categories to keep it new and fresh!

*Technomic A&U Study 2019, Avocados From Mexico.

ONE GUAC RECIPE, MANY GUAC USES

GUAC AS IS

SOUTHWEST STEAK ‘N’ GUAC BOWL

Grilled, sliced steak served over cilantro-lime brown rice with corn, tomatoes, black beans, caramelized onions, and a scoop of Avocados From Mexico’s Master Guac.

ULTIMATE SMASH PATTY GUAC BURGER

Two thin, smashed-style all-beef patties with American cheese, green leaf lettuce, tomato, Avocados From Mexico’s Master Guac, and burger sauce on a fresh potato roll.

TURKEY BACON GUAC WRAP

Smoked sliced turkey, crispy bacon, lettuce, and tomato drizzled with creamy ranch dressing and a dollop of Avocados From Mexico’s Master Guac, rolled up in a flour tortilla.

GUAC WITH A TWIST

BACONY BLUE CHEESE GUAC

Avocados From Mexico’s Master Guac mixed with chopped crispy bacon, crumbled blue cheese, and tomatoes. The perfect creative accompaniment for Buffalo chicken tenders!

FAJITA FIESTA GUAC

Avocados From Mexico’s Master Guac mixed with chopped roasted peppers, onions, black beans, and your diner’s choice of grilled meat, served with a side of tortilla chips.

FRESH MED GUAC

Avocados From Mexico’s Master Guac made with lemon juice instead of lime juice, then mixed with fresh parsley, mint, tomatoes, and cucumbers, served with crispy pita chips.

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For these and more complete recipes, educational resources, insider tips, and techniques, and to learn more about our industry-leading partnership program, head to AvocadosFromMexico.com/foodservice



GOLD-STANDARD GUACAMOLE

MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS





GOLD-MEDAL GUACAMOLE STARTS WITH FRESH AVOCADOS FROM MEXICO

This is our best-in-class guacamole recipe, made with the classic flavors of lime, onion, salt, and cilantro, plus a medium spice level from chopped jalapeños. Perfect for menu applications that call for a chunky-smooth avocado texture and the craveable flavor of classic Mexican guacamole. So scoop, dollop, spread, or dip into the avo-value.



YOUR BUSINESS CASE

With base recipe ingredients directly sourced from our consumer-reported guac preference study, this recipe is a guaranteed flavor hit. It can be prepared in advance, as well as customized and made signature, which makes it easy to feature classic Mexican guac flavors across your menu.

CONSUMER APPEAL

Guac is the dip that started it all! This recipe is classic guac perfected, with the ideal taste, texture, and vibrance that only fresh avocados can provide.



MASTER GUACAMOLE

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and scoop 9 cups stage 5 Avocados From Mexico. Mash using large metal whisk or potato masher until chunky-smooth. With a rubber spatula, fold in 1/2 cup lime juice, 3 teaspoons kosher salt, 1 cup brunoised jalapeño peppers, 1 cup small-diced white onion, and 1/2 cup finely chopped cilantro. Transfer guacamole to a storage container, press plastic wrap directly on top of avocado to prevent air exposure, and store chilled until ready for service. (Makes 24, 1/2-cup servings)

TO PREPARE IN ADVANCE

Follow procedure above and hold tightly covered and chilled for up to 12 hours.



For more avocado prep and storage tricks, visit www.avocadosfrommexico.com/foodservice/its-that-easy

CONSUMER-TESTED MENU CONCEPTS*

According to Technomic Concept Scorecards, these three recipes demonstrated above-average craveability scores, suggesting these guacamole dishes could drive incremental traffic and bring fresh and fun guac flavors to your menu.

LOADED HASH BROWN GUACAMOLE

Avocados From Mexico's Master Guacamole mixed with crispy shredded hash browns, chopped bacon, and breakfast sausage, topped with pico de gallo and melty cheddar cheese. 63% of consumers would purchase this dish any time of year, and 30% on most visits!

129 Purchase Intent Index

140 Craveability Index

\$5 Median Willingness to Pay



CHIMICHURRI GUACAMOLE

Avocados From Mexico's Master Guacamole mixed with black beans, roasted corn, fresh cilantro, parsley, and oregano with a touch of mild red pepper flakes. 56% of consumers think this would be a fresh order all year long!

118 Craveability Index

\$6 Median Willingness to Pay



MARGARITA GUACAMOLE

Avocados From Mexico's Master Guacamole topped with bites of juicy chili-lime-spiced mango and a splash of tequila blanco. With flavors this fun, it's no wonder 37% of consumers would order this on most visits.

126 Purchase Intent Index

121 Uniqueness Index

\$6 Median Willingness to Pay



*All Statistics and Menu Scorecard Analyses sourced from Technomic Menu Concept Scorecard Screener, 2019, Avocados From Mexico.



YOU ASK? WE DELIVER!

OPERATOR CHALLENGE

"[Guac] will remain in popularity, but people are looking for fresh and unique ways to add avocado to a recipe."
—Operator Feedback*

AVOCADOS FROM MEXICO ANSWER

Smash it up! Deliver all the goodness of guac—the texture, the versatility, the familiarity, the health halo—but in a distinctly non-Mexican flavor profile, so that it becomes a fresh, new, and endlessly customizable avocado addition to any dish.

*Technomic A&U Study 2019, Avocados From Mexico.

ENDLESS INSPIRATION MADE EASY

SMASH AS IS

AVO TOAST'CHETTA

Grilled Italian bread topped with Avocados From Mexico's Master Smash, seasoned roasted cherry tomatoes, fresh basil, mozzarella cheese, and a drizzle of balsamic vinegar.

FRESH HARVEST AVO BOWL

Spicy roasted sweet potatoes, chopped green apple, and garlicky greens served over a bed of quinoa, topped with Avocados From Mexico's Master Smash and crumbled goat cheese.

AVO EGGS BENEDICT

Toasted English muffins topped with thick-cut Canadian bacon and a heaping scoop of Avocados From Mexico's Master Smash, topped with poached eggs and a drizzle of hollandaise.

SMASH WITH A TWIST

AVOCADO CHICKEN SALAD

Extra-mashed Avocados From Mexico's Master Smash mixed with chopped apple, celery, red onion, parsley, and shredded rotisserie chicken. Try it in a wrap with lettuce and tomato!

AVO SMASH GYRO

Avocados From Mexico's Master Smash mixed with feta cheese, chopped tomato, and fresh herbs, served in a tender pita pocket with shaved gyro meat, yogurt sauce, lettuce, cucumber, and red onion.

BEST-EVER CHEF SALAD

Chopped crunchy lettuces with tender deli and cured meats, assorted cheeses, crispy veggies, and a scoop of Avocados From Mexico's Master Smash seasoned with prepared Italian dressing.



BEST-IN-CLASS
AVOCADO SMASH

MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS

Avocados From **Mexico**
ALWAYS GOOD

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Avocados From **Mexico**
ALWAYS GOOD



A BEST-IN-CLASS SMASH STARTS WITH FRESH AVOCADOS FROM MEXICO

This is our go-to avocado smash, perfectly seasoned with white wine vinegar and a bit of salt. With these neutral but flavorful ingredients and a versatile chunky-mashed texture, this avo smash is our favorite way to scoop, dollop, or spread the avocado goodness across any dish, any cuisine style.



YOUR BUSINESS CASE

Our smash has the texture of guacamole without the Mexican flavor cues. It's versatile enough for a wide range of usage occasions and cuisine styles, and it's the perfect blank canvas to customize with any signature flavors or ingredients to use across dayparts and menu builds.

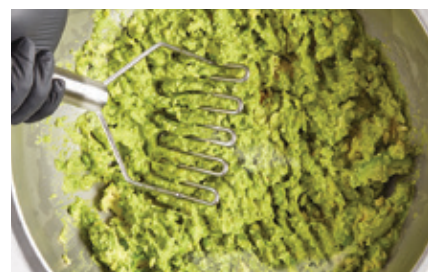
CONSUMER APPEAL

Brings the craveable chunky-smooth texture of guacamole to dishes of all kinds, but with a neutral flavor profile that pairs with many cuisine styles, including in-demand global mash-ups and ever-popular avo toast.



MASTER AVOCADO SMASH

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and dice 12 cups stage 4 Avocados From Mexico and place into a large metal mixing bowl. Add 1/4 cup white wine vinegar and 1-1/4 tablespoons kosher salt and fold with a rubber spatula until all avocado pieces are coated. This will help prevent oxidation. Using a large metal whisk or potato masher, lightly smash the mixture to achieve a proper chunky-smooth texture. Transfer smash to a storage container, press plastic wrap directly on top of avocado to prevent air exposure, and store chilled until ready for service. (Makes 24, 1/2-cup servings)



TO PREPARE IN ADVANCE

Follow procedure above and hold tightly covered and chilled for up to 12 hours.





For more avocado prep and storage tricks, visit www.avocadosfrommexico.com/foodservice/its-that-easy

CONSUMER-TESTED MENU CONCEPTS*

According to Technomic Concept Scorecards, our Steakhouse Taco has an above-average purchase intent compared to other lunch/dinner entrées, and our B.A.L.T. Burger had the highest appeal among our burger and sandwich concepts tested, making them both fantastic choices for full-time menu features.

STEAKHOUSE TACO



Sliced grilled rib-eye steak topped with roasted garlic-seasoned Avocados From Mexico's Master Smash and crumbled blue cheese, with crispy and pickled red onions—all piled on a warm flour tortilla. A combined 69% of consumers would order this on some or most visits.

 **123** Purchase Intent Index
 **\$8** Median Willingness to Pay



B.A.L.T. BURGER

A 100% all-beef patty topped with an herbed mayonnaise, Avocados From Mexico's Master Smash, crispy lettuce, sliced tomato, and hickory-smoked bacon—all on a freshly baked bun. No wonder two-thirds of consumers would crave this burger all year long!

 **126** Purchase Intent Index
 **\$7** Median Willingness to Pay

*All Statistics and Menu Scorecard Analyses sourced from Technomic Menu Concept Scorecard Screener, 2019, Avocados From Mexico.



YOU ASK? WE DELIVER!

OPERATOR CHALLENGE

"I feel like the biggest trend in food right now is how healthy you can make a dish that still tastes really good."

—Operator Feedback*

AVOCADOS FROM MEXICO ANSWER

Avocados are the perfect way to achieve this! With their inherent health perceptions and rich, creamy texture, fresh avocados are the ideal ingredient to blend into creamy or less healthful spreads, dressings, and dips to make them more permissible but just as craveable—if not more!

*Technomic A&U Study 2019, Avocados From Mexico.

ENDLESS INSPIRATION MADE EASY

SCHMEAR AS IS

AVO SCHMEAR & TURKEY CLUB SANDWICH

Toasted white bread layered with smoked turkey, lettuce, tomato, and crispy bacon, with an Avocados From Mexico's Master Schmeared slice of bread in the center.

AVO STUFFED JALAPEÑO POPPERS

Jalapeño peppers filled with Avocados From Mexico's Master Schmeared and chopped crispy bacon, breaded and fried to cheesy, spicy perfection.

CHEESY BUFFALO CHICKEN WRAP

A fresh wrap smothered with Avocados From Mexico's Master Schmeared and filled with crispy Buffalo chicken, shredded lettuce, carrots, and extra blue cheese crumbles.

SCHMEAR WITH A TWIST

PIMENT'AVO CHEESEBURGER

Avocados From Mexico's Master Schmeared blended with sharp cheddar, pimentos, and a touch of cayenne, piled high on top of a bacon burger for a cheesy Southern treat.

CREAMY SPINACH & ARTICHOKE-AVO DIP

Avocados From Mexico's Master Schmeared with spinach, artichoke hearts, Parmesan, Asiago, and garlic, heated through and served with pita chips for a wholesome twist on the classic dip.

AVO CHEESE SPREAD

Avocados From Mexico's Master Schmeared mixed with roasted garlic and a medley of garden herbs for a soft, spreadable avo cheese that could star on any crudité or charcuterie board or get schmeared into a sandwich or wrap.

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CRAVEABLY CREAMY AVOCADO SCHMEAR

MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS





THE CREAMIEST SCHMEAR STARTS WITH FRESH AVOCADOS FROM MEXICO

This super-creamy avocado schmear is our staple spreadably smooth avocado recipe, made by simply whipping fresh avocados with cream cheese and a touch of lemon juice and salt. It has the perfect airy, blended texture and flavor to spread, swipe, or fill any dish with creamy avocado decadence.



YOUR BUSINESS CASE

Our schmear has the health halo of fresh avocados, making it an indulgent yet permissible choice for a creamy spread. It utilizes widely available and affordable base ingredients so you can spread the flavor across any dish you choose.

CONSUMER APPEAL

Supremely smooth with a light yet decadent appeal, this avocado-cream cheese hybrid is just the type of wholesome swap that still delivers the creamy crave factor consumers love with a better-for-you perception.



MASTER AVOCADO SCHMEAR

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and scoop 2 cups stage 5 Avocados From Mexico and place into the container of a food processor. Add 1 cup cream cheese, 1/4 cup lemon juice, and 1-1/2 teaspoons kosher salt. Process until very smooth. Transfer schmear to a storage container, press plastic wrap directly on top of avocado to prevent air exposure, and store chilled until ready for service. (Makes 24, 2-tablespoon servings)



TO PREPARE IN ADVANCE

Follow procedure above and hold tightly covered and chilled for up to 12 hours.



For more avocado prep and storage tricks, visit www.avocadosfrommexico.com/foodservice/its-that-easy

CONSUMER-TESTED MENU CONCEPTS*

According to Technomic Concept Scorecards, these two delicious dishes both have high draw, making them strong menu differentiators with significant new-traffic-driving potential as diners may seek out restaurants specifically for these exciting menu twists!

CHEESY AVOCADO STACKER

A toasted everything bagel with a thick layer of Avocados From Mexico's Master Schmear on both sides and sandwiched with Swiss cheese, tomato, and sliced red onion. So cheesy, almost 20% of consumers would order this on every visit!

	162	Purchase Intent Index
	118	Draw Index
	126	Craveability Index
	\$6	Median Willingness to Pay



FAJITA AVOCADO TACOS

Warm, fresh flour tortillas are spread with a rich layer of Avocados From Mexico's Master Schmear and filled with grilled sliced fajita beef, caramelized onions, and bell peppers, then topped with a sprinkle of pepper jack cheese and a drizzle of smoky chipotle sauce. 63% of consumers say this is an "anytime order"!

	117	Draw Index
	\$7	Median Willingness to Pay

*All Statistics and Menu Scorecard Analyses sourced from Technomic Menu Concept Scorecard Screener, 2019, Avocados From Mexico.



YOU ASK? WE DELIVER!

OPERATOR CHALLENGE

“54% of operators report that difficulty managing the ripening process is a leading barrier to fresh avocados, while 57% report waste of unused fruit as troublesome.”

—Operator Feedback*

AVOCADOS FROM MEXICO ANSWER

With our avocado dressing, there’s never a reason to throw out unused portions of avocados. It’s also the perfect application to make use of your softening or approaching-too-ripe fruit. When it’s blended into our silky-smooth dressing, the softer the better. So no more throwing away leftover halves, slices, or softer avos!

*Technomic A&U Study 2019, Avocados From Mexico.

ENDLESS INSPIRATION MADE EASY

DRESSING AS IS

GREEN GODDESS COBB SALAD

Avocados From Mexico’s Master Dressing drizzled over rows of herbed chicken breast, cucumber, grape tomatoes, red onion, chopped egg, crumbled goat cheese, and crispy bacon—all on a bed of fresh romaine.

CHEESY SMOKED CHICKEN QUESADILLAS

Flour tortilla filled with jack and cheddar cheeses, smoked barbecue chicken, red onion, and tomatoes, grilled and drizzled with Avocados From Mexico’s Master Dressing and a sprinkle of fresh cilantro.

MEXICO CITY HOT WINGS

Crispy fried chicken wings tossed in chili-lime seasoning and served with a side of Avocados From Mexico’s Master Dressing and fresh vegetables for dipping.

DRESSING WITH A TWIST

SPICY SOUTHWEST WEDGE SALAD

Avocados From Mexico’s Master Dressing blended with roasted jalapeños, tomatillo, and lime, drizzled over a wedge of iceberg lettuce with black beans, tomatoes, roasted corn, jack cheese, and cornbread croutons.

CREAMY AVO POBLANO TURKEY WRAP

Sliced roasted turkey, lettuce, tomato, onion, and pepper jack cheese drizzled with charred poblano Avocados From Mexico’s Master Dressing—folded and grilled in a sun-dried tomato wrap.

FRIED CHICKEN & AVO RANCH TACOS

Warm flour tortillas filled with crispy fried chicken, shredded lettuce, and diced tomatoes, drizzled with ranch-seasoned Avocados From Mexico’s Master Dressing.

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ALL-PURPOSE AVOCADO DRESSING

MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS





THE BEST DRESSING STARTS WITH FRESH AVOCADOS FROM MEXICO

This easy, creamy avocado dressing simply blends buttermilk, salt, and the goodness of fresh Avocados From Mexico for a flavorful all-purpose dressing that is as easy as it is delicious. From salads and slaws to sandwiches, wraps, and bowls, this is the perfect recipe for drizzling, tossing, coating, and smothering your favorite menu builds with the value of fresh avocados.



YOUR BUSINESS CASE

Turning the silky, creamy texture of fresh avocados into a dressing extends the usage occasions for the value-adding fruit and makes it easy to feature across the menu. Additionally, it's a great way to make use of visually imperfect or softer avocados, as they're blended entirely smooth.

CONSUMER APPEAL

Fresh avocados lend healthful permissibility and a premium flavor twist to a typically indulgent or heavy experience while still providing the flavorful and hearty taste expected from favorite creamy dressings and dips.



MASTER AVOCADO DRESSING

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and scoop 1-1/2 cups stage 5 Avocados From Mexico and place into a blender. Add 2 cups buttermilk and 3/4 teaspoon kosher salt and blend until very smooth. Pour mixture into a storage container or squeeze bottles, press plastic wrap directly on top of dressing to prevent air exposure, and store chilled until ready for service. (Makes 24, 2-tablespoon servings)



TO PREPARE IN ADVANCE

Follow procedure above and hold tightly covered and chilled for up to 12 hours.



For more avocado prep and storage tricks, visit www.avocadosfrommexico.com/foodservice/its-that-easy

CONSUMER-TESTED MENU CONCEPTS*

According to Technomic Concept Scorecards, these two dressed-up dishes had high draw, exhibiting true potential to drive traffic for restaurant operators. The Avocado Chimichurri Fish Taco was exciting to the key millennial demographic, and the unique mac and cheese stood out as a menu item that would make diners more likely to visit!

AVOCADO MAC & CHEESE

Al dente penne pasta coated in a rich and creamy avocado mac and cheese sauce, topped with toasted Italian Parmesan breadcrumbs and a hearty drizzle of Avocados From Mexico's Master Dressing. 30% of consumers would be more likely to visit a restaurant that served this dish!

127 Draw Index

\$7 Median Willingness to Pay



CHIMICHURRI FISH TACOS

A lightly battered and fried mahi fillet topped with fire-roasted salsa, crumbled queso fresco, and a cabbage slaw tossed in chimichurri-seasoned Avocados From Mexico's Master Dressing—all on a warm yellow corn tortilla. So tasty that one in two millennials would order this taco!

125 Draw Index

\$7 Median Willingness to Pay

*All Statistics and Menu Scorecard Analyses sourced from Technomic Menu Concept Scorecard Screener, 2019, Avocados From Mexico.



YOU ASK? WE DELIVER!

OPERATOR CHALLENGE

“Nearly all fast-casual and quick-service restaurants offer off-premises dining, but 46% and 54% of consumers, respectively, complain about their avocados browning during takeout or delivery.”

—Operator Feedback*

AVOCADOS FROM MEXICO ANSWER

Our avocado vinaigrette is the answer to avocado flavor and freshness during takeout and delivery. With fresh avocados blended into an acidic emulsified dressing, this vinaigrette is the perfect way to not only use your softer or visually imperfect avocados, but make the fresh flavor cues stay bright and vibrant during transit!

*Technomic A&U Study 2019, Avocados From Mexico.

ENDLESS INSPIRATION MADE EASY

VINAIGRETTE AS IS

STRAWBERRY AVOCADO SALAD

Avocados From Mexico’s Master Vinaigrette tossed with baby spinach, sweet sliced strawberries, herbed goat cheese, and chopped pecans, topped with warm sliced grilled chicken breast.

AVO VEGGIE COUSCOUS BOWL

Couscous tossed with grilled zucchini and bell peppers, cherry tomatoes, charred red onion, and sliced almonds, finished with a generous drizzle of Avocados From Mexico’s Master Vinaigrette.

HERBED SALMON LETTUCE TACOS

Tender butter lettuce cups filled with brown rice, lemony roasted salmon, shaved red onion, sliced cucumber, and crunchy radishes, all tossed in Avocados From Mexico’s Master Vinaigrette.

VINAIGRETTE WITH A TWIST

CHEESY PORTOBELLO AVO SANDWICH

Garlic-and-herb marinated grilled portobello mushroom slices piled high on grilled ciabatta bread, topped with melted fontina cheese, fresh greens, and finished with a drizzle of Avocados From Mexico’s Master Vinaigrette.

AVO-STYLE STEAK AND POTATOES

Flavorful seared hanger steak sliced and brushed with tangy Avocados From Mexico’s Master Vinaigrette, served alongside a dressed green salad and crispy smashed potatoes.

CAULIFLOWER AVOCADO GRAIN BOWL

A base of hearty mixed grains topped with smoky braised greens, seared butter-poached cauliflower florets, and a generous drizzle of Avocados From Mexico’s Master Vinaigrette with a sprinkling of crispy fried onions.

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FRESH & VERSATILE AVOCADO VINAIGRETTE

MASTER RECIPE & CONSUMER-TESTED MENU CONCEPTS





THE BEST VINAIGRETTE STARTS WITH FRESH AVOCADOS FROM MEXICO

Made with a simple base of white balsamic vinegar, fresh aromatics and seasonings, mild vegetable oil, and, of course, fresh Avocados From Mexico, this delightfully tangy, smooth vinaigrette adds a punch of bright flavor and the smooth creaminess of avocados to a variety of dishes. Whether classically drizzled over salad greens or used as a finishing sauce or even a marinade, this vinaigrette can do it all.

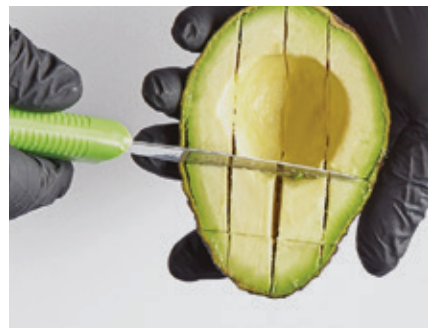


YOUR BUSINESS CASE

The addition of fresh avocados lends a premium touch to a vinaigrette typically made with widely available and affordable ingredients. Additionally, the acidity and emulsified preparation of this vinaigrette dressing can increase the hold time for your avocados.

CONSUMER APPEAL

Not only does this vinaigrette add vibrant and punchy flavor and a lightly creamy texture to a variety of dishes, it provides a premium and healthful new twist to a ubiquitous salad dressing, making it all the more craveable.



MASTER AVOCADO VINAIGRETTE

Using the Avo Tool or narrow spatula/butter spreader, halve, pit, and dice 2 cups stage 5 Avocados From Mexico and place into the container of a food processor. Add 1-1/4 cups white balsamic vinegar, 1/4 cup Dijon mustard, 2 tablespoons chopped shallot, 1 tablespoon each minced garlic, honey, and salt, and 1/2 teaspoon white pepper. Process until smooth. With motor running, slowly add 1 cup vegetable oil to emulsify. Pour mixture into a storage container or squeeze bottles, press plastic wrap directly on top of vinaigrette to prevent air exposure, and store chilled until ready for service. (Makes 24, 1/4-cup servings)

TO PREPARE IN ADVANCE

Follow procedure above and hold tightly covered and chilled for up to 24 hours.



For more avocado prep and storage tricks, visit www.avocadosfrommexico.com/foodservice/its-that-easy

CONSUMER-TESTED MENU CONCEPTS*

According to Technomic Concept Scorecards, these two creative concepts exhibited strong appeal and traffic-driving potential: the panini due to a high crave factor, and the salad because of its premium, meaty twist on a fresh, classic dish.



CUBAN PANINI

Delicious layers of succulent sliced ham, thick-cut dill pickles, pulled pork tossed in Avocados From Mexico's Master Vinaigrette, melty provolone cheese, and a drizzle of honey mustard—all pressed in a bolillo roll that's been crusted with grated Parmesan cheese. 59% of consumers think this sandwich should be served anytime of the year!

♥ 119 Craveability Index

👍 \$7 Median Willingness to Pay

AVOCADO CHIMICHURRI STEAK SALAD

Charbroiled sliced beef tenderloin served over a bed of spring mix and romaine lettuce with grape tomatoes, diced red onion, and crumbled bacon, drizzled with a generous amount of chimichurri-seasoned Avocados From Mexico's Master Vinaigrette. Nearly one in four consumers would order this dish on most visits!

♥ 125 Craveability Index

👍 \$9 Median Willingness to Pay



*All Statistics and Menu Scorecard Analyses sourced from Technomic Menu Concept Scorecard Screener, 2019, Avocados From Mexico.

B.A.L.T. Burger

AVOCADOS: YOUR MENU SHAPESHIFTER

Smashed, whipped, creamy, or emulsified, our master recipes feature avocados in versatile textures, flavors, and formats that make adding the value of fresh avocados easy and actionable.



AVOS ALL DAY

From breakfast to late-night bar bites and every meal in between, our master recipes put avocados to work easily across any menu and every daypart.



Loaded Hash Brown Guacamole



GUACAMOLE



DRESSING



SMASH



SCHMEAR



VINAIGRETTE

VERSATILE BASE RECIPES FOR THE LEADING AVO'CASIONS

Our master recipes are an easy and exciting way to dial up the delicious on menu items of all kinds. Serve them as is or add your own twist to create signature flavors customized to your restaurant. With our base recipes, strong menu insights, and your creative touch, the menu possibilities are endless!*



For dishes needing some classic Mexican avo-love, try our Master Guacamole

TRY IT ON: Mexican bowls, nachos, and Latin-style salads. Classic guac sides are the fastest-growing menu items for guacamole!*



For dishes needing a good scoop or dollop of textural avo-goodness, make our Master Smash

TRY IT ON: Avo toast, of course! It's still the fastest-growing avocado menu item!*



To slather the avocado creaminess across your menu, you'll want to make our Master Schmear

TRY IT ON: A turkey club or a BLT sandwich, among the top five growing menu items where avocado shines.*



To dress up any dish with a drizzle of avo delight, try our Master Dressing or our Master Vinaigrette

TRY IT ON: A grain bowl or in a healthful, hearty salad—predicted to be a big future driver for superb avocado menu items as lifestyle diets and customization grow in popularity.*

*2019 Technomic Menu Monitor Analysis, Avocados From Mexico.