



GOLD-STANDARD GUACAMOLE

Make your basic guac best in class with our recipe that diners demand most. With delicious, fresh flavors, a spice level that suits a majority of palates, and a texture that is craved time and again from breakfast dishes to late-night snacks, it's the Gold Standard of Guacamoles—available all year long with fresh Avocados From Mexico.



AS REPORTED DIRECTLY FROM FOODSERVICE PATRONS!

INGREDIENTS	TEXTURE	SPICE LEVEL
Over half of consumers in a study indicated that salt, lime juice, onion, and cilantro are the most essential ingredients for guacamole.*	Fifty-seven percent of consumers in a study indicated that they prefer their guacamole to be “mashed to quite mashed,” with some visible whole chunks of avocado.*	About half of consumers in a study indicated that they prefer a medium spice level, and jalapeños and serranos are the two most desired peppers for achieving that kick.*

*Datassential Guacamole Consumption Consumer Omnibus, AFM 2019.

HOLY GUACAMOLE!

The Guacabilities Are Endless with Avocados From Mexico

No other avocado provides guac inspiration spanning all four seasons like Avocados From Mexico—available all year long. From classic guacamole to contemporary twists, our avocados always bring premium value, craveable flavor, and fresh ideas to any menu.

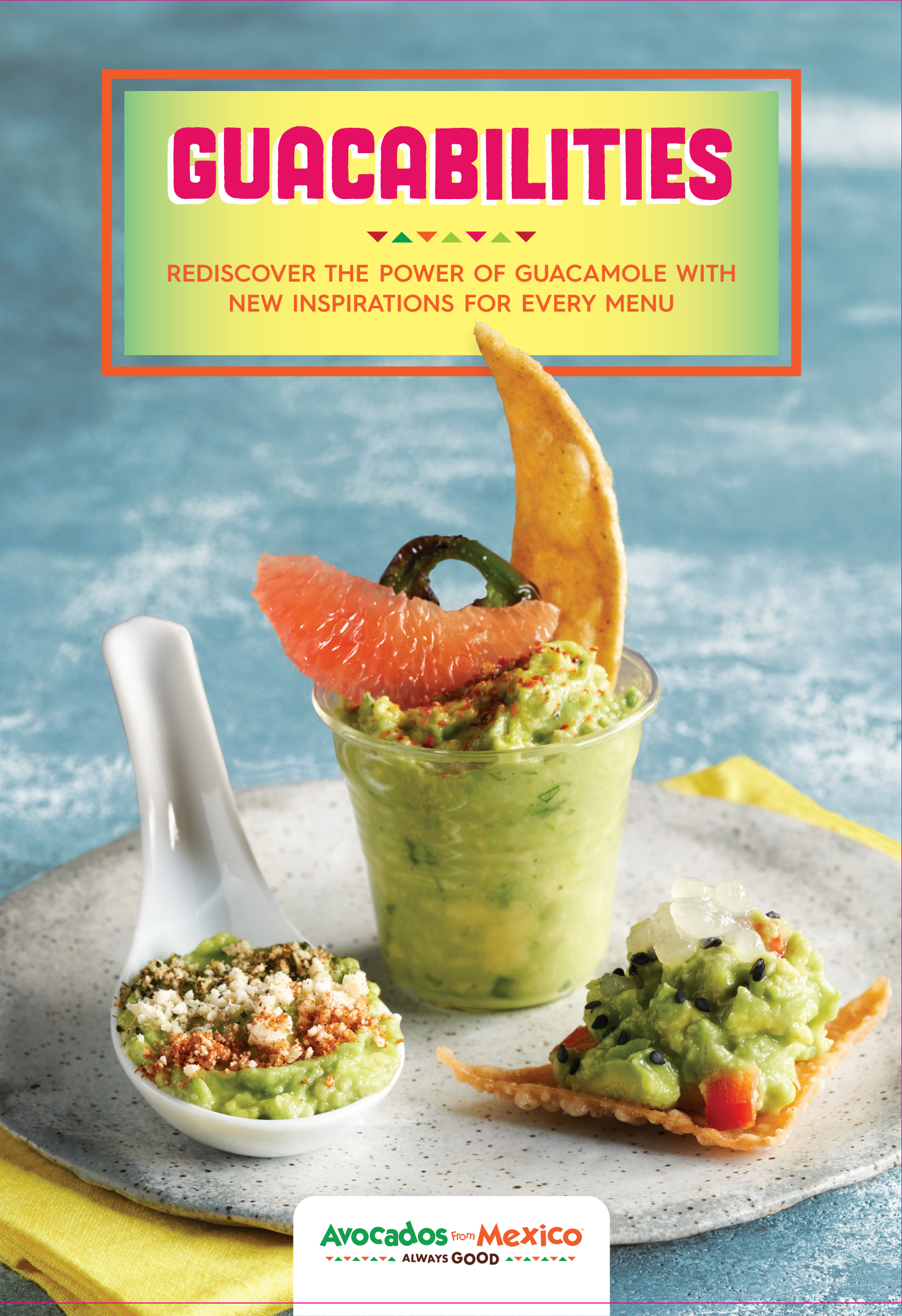
Visit us at Guacabilities.com for more recipes, techniques, video how-tos, and all things guacamole.



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GUACABILITIES

REDISCOVER THE POWER OF GUACAMOLE WITH NEW INSPIRATIONS FOR EVERY MENU



Avocados From Mexico ALWAYS GOOD



BOLDLY GOING
WHERE NO GUAC HAS
GONE BEFORE!

Wake Up to
Guac for Breakfast!



ROCKY MOUNTAIN HIGH BREAKFAST GUAC

It's time to rediscover the power of guacamole. With our collection of exciting new techniques, we're taking guac to new heights, elevating the traditional classic into a modern-day menu star. Our guac innovation extends far beyond a bowl with chips. Delight your diners with our bold new flavors and exciting mashups from across the country and around the world. Add some "wow" to your menu with our next-gen formats that truly break the guac boundaries. Invigorate your menu from morning until night with our guac techniques that inspire new dishes—from breakfast to bar bites.

With our tips, techniques, and endless inspirations, we'll show you that putting guac to work across your menu is an easy way to give your diners the exciting flavor they want and may help drive your sales. Whether classic or on the cutting edge, when you make guacamole with Avocados From Mexico, you're guaranteed:

- » **FRESHNESS**—the ONLY avocado available to make fresh guac in every season
- » **FLAVOR**—a creamy, buttery, irresistible taste and texture
- » **VIBRANT COLOR**—a striking green, craveable color on any dish
- » **VERSATILITY**—from classic lime and onion to globally inspired twists, add flavor and value to any cuisine
- » **QUALITY**—a rigorous quality control program ensures the highest quality fruit is always available
- » **PROFITABILITY**—in a study, 65% of the study's participants said they were willing to pay up to \$2 more for a dish featuring fresh avocados*

THE BEST GUACAMOLE STARTS
WITH FRESH AVOCADOS.

The Mexican state of Michoacán is the world's #1 producer of avocados. Here, the trees naturally bloom four times a year, meaning every season is peak guac season.



To learn more about the delicious history of avocados and the fruit's journey from seed to plate, visit AvocadosFromMexico.com/Avocadoland.

*2017 Technomic, Inc., Patron Report, Avocados From Mexico.

GUAC

NEW SEASON? NEW GUAC!



All it takes is a few ingredients to turn classic guacamole into a new seasonally inspired star. It's an easy way to add innovation and always-fresh flavor to any menu. Check out some of our favorite seasonal swaps that serve up the excitement all year long:



WINTER

- Navel Orange & Habanero Pepper
- Goat Cheese & Pomegranate
- Roasted Chestnut & Garlic



SPRING

- Crunchy Radish & Red Cabbage
- Spring Pea & Mint
- Mango & Cotija Cheese



SUMMER

- Roasted Corn & Black Beans
- Cucumber & Green Apple
- Heirloom Tomato & Herbs



FALL

- Dried Cranberry & Queso Fresco
- Butternut Squash & Pepitas
- Chipotle Pepper, Apple & Toasted Almonds

APPETIZER INSPIRATION!

Guac-and-Roll Cheese Balls

With a crunchy coating that helps stave off browning, this new guac form is perfect for catering, takeout occasions, and advance preparation. Here's how to make it:

(Yields 24 balls, 1, 3-1/2" each)



STEP 1

In a stand mixer, whip 4-1/2 quarts mashed Avocados From Mexico, 3 quarts cream cheese, 1-1/2 quarts each grated Cotija cheese and crumbled queso fresco until mixture is thoroughly combined. Place into a 3-1/2-inch sphere mold and place into the freezer for at least 20 minutes.



STEP 2

Meanwhile, place 3 quarts of finely crushed spiced tortilla chips onto a sheet pan. Remove mold from freezer, carefully remove guac ball, and gently place on tray with crushed spiced chips.



STEP 3

Gently roll the guac ball in the spiced chip coating, pressing gently to make sure that the chips adhere. Continue rolling and pressing until guac ball is completely coated.



STEP 4

Place on a platter with assorted crudité and serve immediately.



NEED MORE GUAC INSPIRATION?

Find these recipes, guac how-tos, and handling techniques at [Guacabilities.com](https://www.guacabilities.com).



BREAKING TRADITION

FABULOUS NEW FORMATS FOR GUACAMOLE





THINK OUTSIDE THE BOWL

Guac may have stepped into the spotlight on American menus as an appetizer dip, but the possibilities extend far beyond the bowl. The versatile flavors of guacamole and the premium value of fresh Avocados From Mexico can star in exciting new forms to add intrigue, innovation, and perceived added value to every menu. Sixty-five percent of consumers in a study said they are willing to pay up to \$2 more for a dish featuring fresh avocados.* Try any of these new guac formats to dial up the excitement all year long.



The texture of this guacamole foam may be light and airy, but the added value, flavor, and visual appeal are bold.

GUACAMOLE CLOUD

Prepare guacamole espuma. In a blender, combine 3 cups puréed Avocados From Mexico; 2 cups picked cilantro leaves; 1-1/4 cups water; 1 cup each roughly chopped red onion and fresh lime juice; 2 tablespoons chopped jalapeño; and 2 teaspoons each sliced garlic and salt. Meanwhile, hydrate 2 packets of gelatin in 1 cup water. Add 2 teaspoons to avocado mixture and blend again. If mixture seems too viscous for an iSi canister, add more water. To serve, add 2 cups guacamole espuma into a 1-liter iSi canister and close lid tightly. Without shaking, use one NO2 charge and release gas to purge the canister of oxygen. Use three more NO2 charges and shake canister vigorously for 2 to 3 minutes. Let cloud set under refrigeration for at least 3 hours before use. Dispense tableside onto dish of choice. (Yields 24 servings, 1/2 c. each)



These oyster-like guac shooters will bring the wow to any starters menu.

TIJUANA CAVIAR

For full recipe and instructions visit, Guacabilities.com.



This decadent take on guacamole is stuffed into individual crab claws and served over ice for a truly premium shareable starter.

SNOW CRAB GUACAMOLE COCKTAIL

In a large bowl, combine 2-1/4 cups mashed Avocados From Mexico, 1/2 cup small-diced butter-poached snow crab meat, 1/2 cup small-diced sweated and cooled mirepoix, and 2-1/4 teaspoons Maryland-style seafood seasoning. Stuff 1 tablespoon guacamole into individual claw shells. In a bowl filled with crushed ice, place 6 to 8 stuffed claws around the rim and garnish the center with a lemon rosette. (Yields 24 servings, 2 T. each)

GUACAZPACHO

In a large blender or food processor, blend until smooth 3 cups each puréed Avocados From Mexico and chopped English cucumber; 2 cups chopped green bell pepper; 1-1/2 cups chopped red onion; 3/4 cup each fresh lime juice and chopped mint; 1/4 cup each sherry vinegar and olive oil; 3 tablespoons each chopped jalapeño and salt; and 1 tablespoon minced garlic. Pour into chilled glasses topped with pico de gallo and grilled crostini. (Yields 24 servings, 2 oz. each)



Gazpacho-inspired guacamole is drinkable and dippable guac goodness that can star on any menu, any time of day.



FRESH, FUN, SUPER-PREMIUM FLAVOR FLAIR.

Every holiday, season, and corner of the country can provide inspiration for a fresh flavor fusion of guacamole. Check out these premium menu thought starters to make a bold signature statement:



MILLION DOLLAR MAINE LOBSTER GUAC

With lemon, tarragon, and a heaping mound of butter-poached lobster.



SUMMER IN THE SOUTH GUACAMOLE

With grilled Georgia peaches and toasted pecans, drizzled with Bourbon spiked Mint Julep vinaigrette.



SPARKLING NEW YEAR'S GUACAMOLE

With a touch of fizzy—sweet prosecco, strawberries, and edible gold leaf.



BOOM! FOURTH OF JULY GUACAMOLE

With strawberries, goat cheese, and blueberries, finished with a sprinkle of salted popping crystals.



NEED MORE GUAC INSPIRATION?

Find these recipes, guac how-tos, and handling techniques at Guacabilities.com.



FLAVOR FUSIONS

GUACAMOLE INSPIRED BY REGIONAL
AND SEASONAL FLAVOR MASHUPS





CUISINES COLLIDE IN OUR CUTTING-EDGE GUACS!

The classic Mexican flavor profile of guacamole is beloved, and the base is also perfect for a host of flavor fusion inspirations. Unique seasonal specialties and regional and global flavor mashups already inspire exciting LTOs and menu features, so up the ante and try our fresh, creative new takes on guac. With Avocados From Mexico, you can excite your diners with the flavors they crave and add the perceived value that customers associate with avocados.

NEW ORLEANS GUMBO GUAC

In a large bowl, combine 6 cups mashed Avocados From Mexico, 1-1/4 tablespoons liquid hickory smoke, and 1 tablespoon salt. Add 1-1/2 cups crumbled, cooked andouille sausage; 3/4 cup each chopped grilled shrimp, small-diced sautéed multicolor bell peppers, chopped tomatoes, and roasted okra; 1/3 cup fresh lime juice; 1-1/4 tablespoons salt; and 1/2 tablespoon cayenne pepper. Scoop 1/2 cup guacamole into a bowl, top with 2 whole grilled shrimp, and serve with grilled sourdough. (Yields 24 servings, 1/2 c. each)

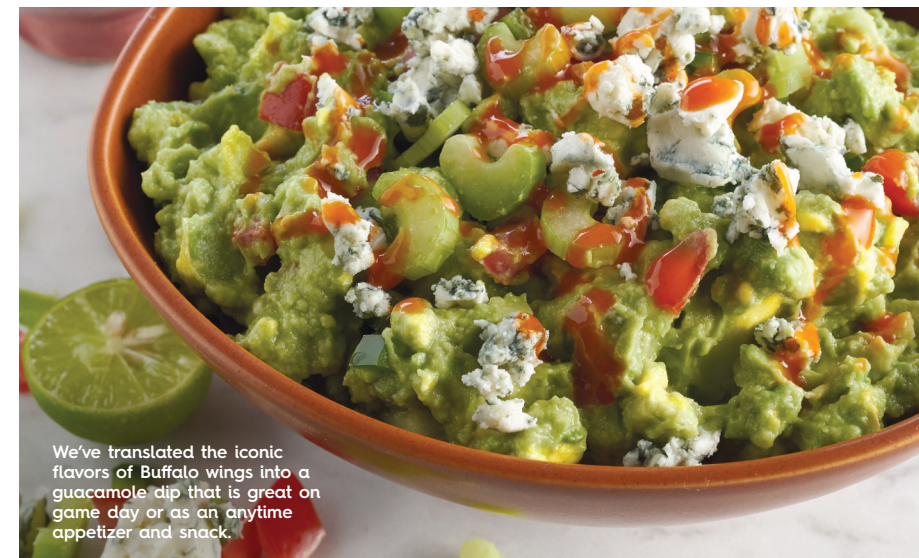


MORELIA IN THE FALL

In a food processor, combine 6-1/4 cups mashed Avocados From Mexico and 1-1/2 cups goat cheese until smooth. Transfer to a mixing bowl and fold in 2-1/3 cups diced English cucumber, 1-1/2 cups pomegranate arils, 3 tablespoons fresh lemon juice, 2 tablespoons minced Mexican oregano, and 1/2 tablespoon salt. Scoop 1/2 cup guacamole into a bowl, top with 1 tablespoon goat cheese quenelle and 1 tablespoon pomegranate arils, and serve with toasted crostini. (Yields 24 servings, 1/2 c. each)

NEW ENGLAND-STYLE THANKSGIVING GUAC

In a large bowl, combine 5 cups smashed Avocados From Mexico, 4 cups small-diced roasted acorn squash, 2 cups chopped green apples, 1-1/4 cups dried cranberries, 3 tablespoons apple cider vinegar, and 1 tablespoon salt. Scoop 1 heaping cup guacamole into a roasted, halved, and scooped-out acorn squash "bowl" and top with 1/4 cup roughly chopped toasted walnuts. (Yields 24 servings, 1/2 c. each)



SPICY BUFFALO GUAC

In a large bowl, mash 6 large Avocados From Mexico. Fold in 1/2 cup each diced white onion and diced, seeded tomato; 3 tablespoons chopped jalapeño; and 1 teaspoon salt. Divide guacamole into serving bowls and top each with 2 tablespoons each Buffalo-style hot sauce and crumbled blue cheese, and 1 tablespoon sliced celery. (Yields 24 servings, 2 T. each)

ROCKY MOUNTAIN BREAKFAST GUACAMOLE

In a mixing bowl, combine 8-1/2 cups smashed Avocados From Mexico, 2 cups cooked, diced ham; 1-1/3 cups diced sautéed red and yellow peppers; 1/4 each cup small-diced red onion and lime juice; and 1-3/4 tablespoons salt. Place 1 cup fried potato tots into a bowl, cover with 1/2 tablespoon warmed queso sauce, 1/2 cup guacamole, 1 fried egg, and a sprinkle of chopped parsley. (Yields 24 servings, 1/2 c. each)



HEARTY GUACAMOLE

MEAT AND PROTEIN-RICH GUACAMOLE INSPIRATIONS



Avocados From Mexico
ALWAYS GOOD

FROM GUACAMOLE *TO* GUACAMEAL

Guacamole is already quite versatile when it comes to flavors and forms. But when you add hearty, indulgent, and protein-rich meats into the mix, it is poised to shine at even more meal occasions. Whether you serve these meaty guacamoles as a shareable app, on your bar menu as an early evening or late-night snack, or even feature these guacs as a full-on meal, these recipes will delight your diners and add perceived value across the menu.

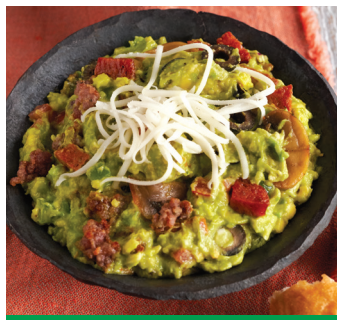
CHICAGO-STYLE GUAC DOG



Guacamole becomes the perfect premium carrier for the iconic flavors of the Chicago-style hot dog.

In a large mixing bowl, smash 9 Avocados From Mexico. Mix in 1 cup each small-diced tomatoes and white onion; 1/3 cup each chopped sport peppers and dill pickle relish; and 1-1/2 tablespoons celery salt. Place 1 steamed all-beef hot dog into a steamed poppy seed bun, smear 1/2 cup of guacamole along the length of the hot dog, and garnish with a dill pickle spear and a drizzle of yellow mustard. (Yields 24 servings, 1/2 c. each)

MIDNIGHT PIZZA GUAC



When the late-night cravings strike your diners, be ready with our super-indulgent supreme pizza-inspired guacamole.

In a mixing bowl, fold together 7-1/2 cups smashed Avocados From Mexico; 1-1/4 cups shredded Parmesan cheese; 1 cup sliced roasted white button mushrooms; 1/2 cup each cooked crumbled Italian sausage, sliced black olives, small-diced green bell peppers, and small-diced Roma tomatoes; and 2-1/2 tablespoons each roughly chopped sautéed pepperoni, dried oregano, onion powder, and red chili pepper flakes. Scoop 1/2 cup guacamole into a bowl and top with 2 tablespoons shredded mozzarella cheese. Serve with garlic breadsticks. (Yields 24 servings, 1/2 c. each)

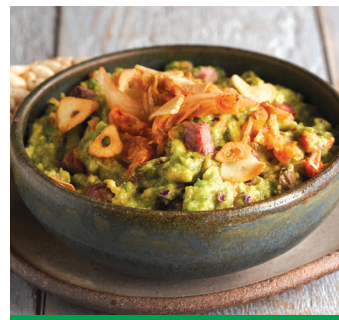
STEAKHOUSE GUACAMOLE



Straight from the steakhouse, this guacamole is seasoned with smoky Montreal Style spice, fried capers, and charred ribeye steak.

In a mixing bowl, combine 8-1/2 cups mashed Avocados From Mexico; 1 cup each chopped parsley and chopped fire-roasted red bell peppers; 1/2 cup each fresh lemon juice and chopped, charred red onion; 2-3/4 tablespoons cracked black pepper; 2 tablespoons chopped roasted garlic; and 1-3/4 tablespoons Montreal Style steak seasoning. Scoop 1/2 cup guacamole into a bowl and top with 1/4 cup diced steak, 1 teaspoon fried capers, a sprinkle of steak seasoning, and a grilled lemon wedge garnish. Serve with plantain chips. (Yields 24 servings, 1/2 c. each)

KOREAN BARBECUE GUAC



Sweet and savory Korean-marinated beef, pickled crisp vegetables, and crunchy fried garlic chips make this Asian-inspired guacamole a flavor and texture treat.

Deep fry 1/4 cup thinly sliced garlic in 350°F canola oil until golden brown. Set aside. In a mixing bowl, combine 6 cups mashed Avocados From Mexico; 3 cups small-diced bulgogi-marinated skirt steak; 1-1/2 cups each minced carrots and minced red cabbage; 1/3 cup minced cilantro; 2-1/2 tablespoons rice wine vinegar; and 1 tablespoon salt. Scoop 1/2 cup guacamole into a bowl, top with 1/2 tablespoon chopped kimchi, 1/2 teaspoon reserved garlic chips, and serve with puffed rice chips. (Yields 24 servings, 1/2 c. each)



NEED MORE GUAC INSPIRATION?

Find these recipes, guac how-tos and handling techniques at Guacabilities.com.

Avocados
From
Mexico
ALWAYS GOOD

ROCKIN' GUAC APPS

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BOLD INSPIRATIONS FOR BITE-SIZED GUACS



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Avocados From **Mexico**
ALWAYS GOOD ▲▼▲▼▲▼▲▼

THE SERVINGS DON'T HAVE TO BE BIG FOR THE **GUAC** *TO BE* **BOLD!**

Perk up your bar menu and amp up your appetizers with our innovative flavors, exciting textures, and fun new formats for guacamole. From a guac that really pops to a cocktail-inspired shooter, these bites are great on their own, as a flight, or try them all as a bold guac sampler! These dishes may be small, but with innovative recipes made with fresh Avocados From Mexico, they'll deliver perceived value and intrigue your diners all year long.



POPPING GUAC

Savory-seasoned popping candies bring bold, tongue-tingling textures to our new popping guacamole.

Using plain, unflavored popping candies, prepare three flavored popping salts—one seasoned with dried cilantro, one with dried garlic and onion, and one with tomato powder. Place a heaping spoonful of mashed Avocados From Mexico into an amuse-bouche spoon and top with a mixture of the popping salts. For full recipe and instructions, visit Guacabilities.com.

PALOMA GUACAMOLE SHOOTERS

Drizzled with a tequila-spiked avocado hot sauce, a kick of Tajin, and tender, juicy grapefruit, these cocktail-inspired guac shooters are a bar-menu hit.

Prepare Paloma Guacamole by folding chopped grapefruit, grilled jalapeño, and fresh cilantro into a basic guacamole mash. Spoon into shot glasses and serve drizzled with Avocados From Mexico's signature Tequila-Lime Avocado Hot Sauce. Garnish each guacamole shot with a seasoned tortilla strip. For full recipe and instructions, visit Guacabilities.com.



YUZU WASABI GUAC CANAPES

Pan-Asian flavors collide in this crispy, creamy bite that features sweet-tart yuzu juice, spicy wasabi, and savory fried wonton crisps.

Prepare Yuzu Wasabi Guacamole by folding diced red bell peppers, yuzu juice, and wasabi paste into a basic guacamole mash. Top fried wonton chips with a dollop of prepared guacamole, black sesame seeds, and yuzu pearls. For full recipe and instructions, visit Guacabilities.com.



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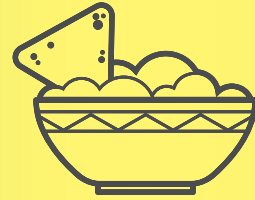


TAKE CUSTOMIZATION AND TABLESIDE SERVICE to the next level with our exclusive guac cart program.

Our guac cart program is the perfect way to serve up the fresh customization that diners demand, with the perceived added value that may help boost your bottom line.

Our individually tailored, operator-specific guac carts are ideal for showcasing exciting tableside guac preparations, allowing you to feature a host of fresh ingredients, all while adding some fun and flair to your customers' dining experiences.

Place your guac cart in the dining room to hear the oohs and ahhs, or bring it out for special events and catering services. However you use it, you'll be sure to keep the sales rolling.



65% OF CONSUMERS IN A
STUDY ARE WILLING TO PAY

— **\$2 MORE** —

FOR DISHES FEATURING
FRESH AVOCADOS!*

So give your diners what they
crave and help drive sales
with flavorful, versatile
guacamole made with
always delicious
Avocados From Mexico.

Want to work with us?

Avocados From Mexico can
help you capitalize on market
demand with one of the most
exciting and thoughtfully
executed partnership programs in
the foodservice market today.
When you partner with us, you
get the support you need in
every aspect of your operation
every step of the way.

So, let's get guac and rolling!

For more information, contact:

Casey Evans

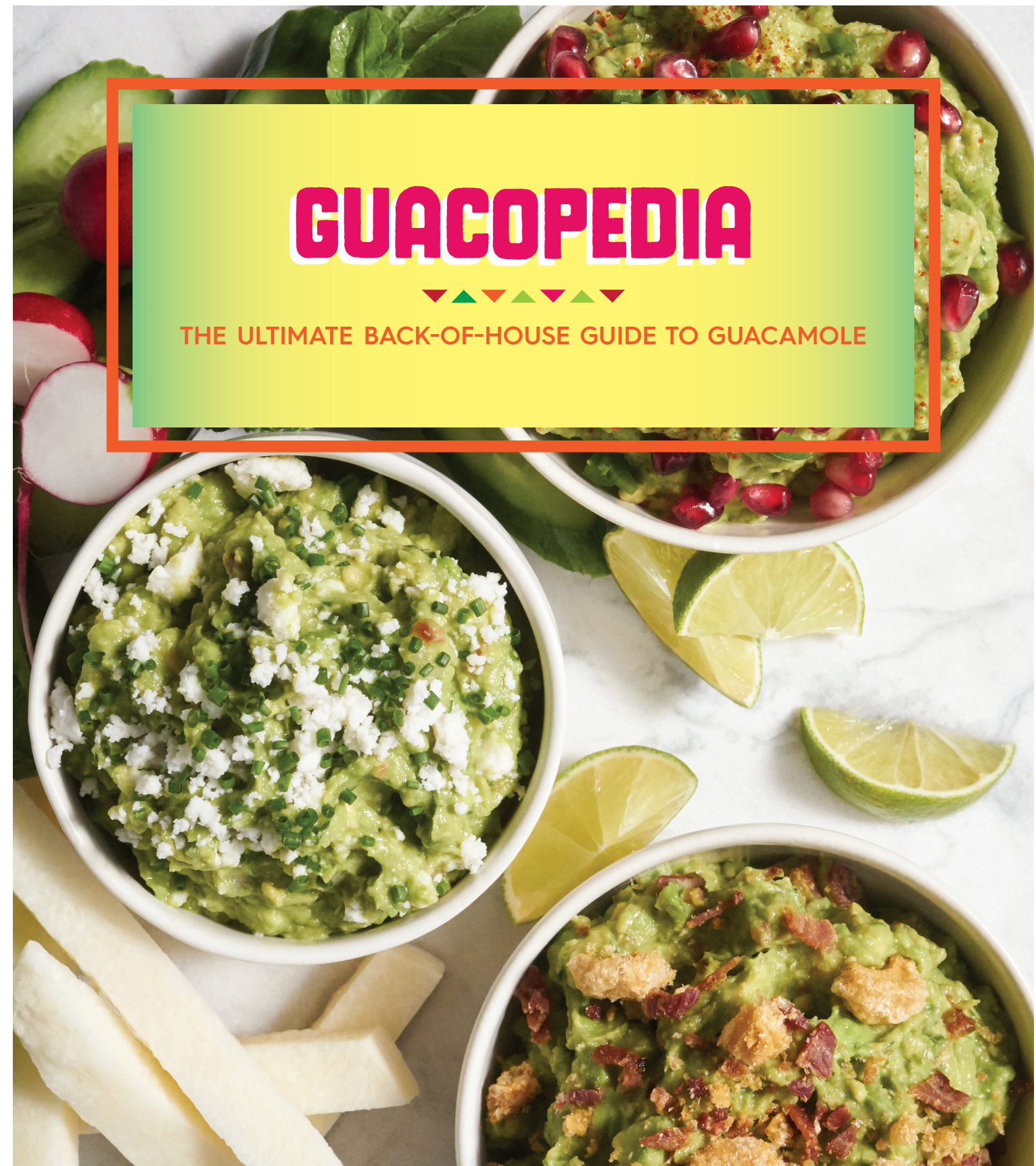
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*2017 Technomic, Inc., Patron Report,
Avocados From Mexico.



GUACOPEDIA

THE ULTIMATE BACK-OF-HOUSE GUIDE TO GUACAMOLE



NEED MORE GUAC INSPIRATION?

Find these recipes, guac how-tos and
handling techniques at **Guacabilities.com**.

Avocados From Mexico
ALWAYS GOOD



GIVE GUAC THE GREEN LIGHT!

Saying “YES!” to guac on the menu is easy with our tips, tricks, hacks, and how-tos for back of house. We can help you identify the right size avocado for your establishment’s needs and provide you with fresh menu ideas all year long. We can even help you become more efficient with guac preparation. Whether you are just getting started or are ready to take your guac program to the next level, Avocados From Mexico is your trusted resource for all things guacamole. We’ve got the avo answers.

Avocados From Mexico Large-Batch Guacamole Base:

With this recipe and our tips for storage, you can keep guac fresh and flavorful for up to three days!



STEP 1

Halve, pit, and scoop 5 pounds of Avocados From Mexico into a very large metal mixing bowl.



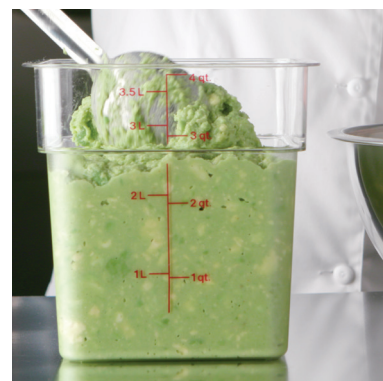
STEP 2

Using a large potato masher, smash avocados until the mixture is fairly smooth but with some chunks remaining.



STEP 3

Add 3/4 cup fresh lime juice, 2 tablespoons salt. Using a large spoon or spatula, mix until well combined.



STEP 4

Transfer guacamole base into a 4- to 6-quart container, smoothing as you go to eliminate any air pockets. Tap the container against work surface to dislodge any remaining air bubbles.



STEP 5

Wrap container tightly with plastic wrap, pressing and smoothing plastic directly against the surface of the guacamole to seal from air.

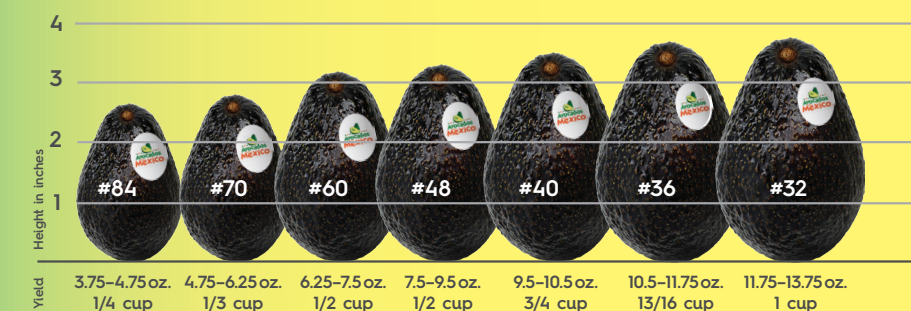


STEP 6

Once tightly sealed, label container with date and time, and place in the refrigerator to hold for up to 72 hours. When ready to use, mix in any other ingredients or flavors you’d like.

Sourcing the Right Size Avocado

FROM MINI SIZES TO LARGER FRUIT, SELECTING THE RIGHT SIZE FOR YOUR GUACAMOLE PROGRAM CAN MAKE A DIFFERENCE.



Do you prepare your batches back of house? Consider a smaller avocado—the pit tends to be smaller and can provide a larger yield.

Preparing tableside guac or like to showcase your fresh ingredients? Go for medium to large avocados. Size 40s–36s are a great choice.

A Simple Guacamole Base Is Your Blank Canvas!

LET US HELP YOU IMAGINE THE GUACABILITIES FOR YOUR MENU.

Guacamole made with Avocados From Mexico is always in demand and endlessly versatile. Make our Large-Batch Guacamole Base in advance and you’ll be prepped and ready to add premium value, fresh flavor, and avo excitement across the menu and all year long. Just add the following to our Large-Batch Guacamole Base for a flavor-packed punch.



WINTER

White onion, pomegranate, serrano peppers, and a touch of cayenne



GUAC BURGER

Jalapeño and red onion (featured on a loaded burger build)



SPRING

Fresh chives, queso fresco, Cotija cheese, and more lime juice



GUAC BREAKFAST

Ham, bell peppers, and onion (featured on a breakfast tot bowl with queso and a fried egg)



SUMMER

Red onion, jalapeño, tomatillos, mangos, cilantro, and Cotija cheese



GUAC BAR BITES

Onion and cilantro (featured slider style, with candied bacon, cherry tomatoes, and arugula)



FALL

White onion, chopped bacon, and crumbled chicharrones



GUAC CONCESSIONS

Chopped sport peppers, sweet relish, white onion, and celery salt (featured on a steamed all-beef hot dog)



THE GUACABILITIES ARE ENDLESS!

Think lime juice, salt, and onion are the only flavor partners for guacamole? Think again!

Think guacamole can only be served as a dip or spread? Think again!

Think guacamole only works with Mexican dishes and flavors? Think again!

Our exciting new techniques show that guac can rock any and every menu.

Guacamole Cloud



GUACAZPACHO

Go *BEYOND* the Bowl!

Drink it, roll it, whip it, dip it. What couldn't you do with guacamole?

**CRUNCHY,
CREAMY,
NOSTALGIC,
AND NEW AGE
ALL AT ONCE.**

Say *HELLO* to the
Guac-and-Roll
Cheese Ball!

Guac-and-Roll Cheese Ball

