

## MOTIVATE WITH GREAT MENU DESCRIPTORS AND PAIRINGS

Words matter. The Hass Avocado Board examined menus from 300 chains to see how avocados are being used in better-for-you menu items, and they have seen some trends that suggest how foodservice operators can appeal to health-conscious diners.

Using words like **fresh, slices, and chunks** indicates to diners that the avocado is minimally processed.



TOP DESCRIPTORS FOR  
AVOCADO DISHES ON  
“BETTER-FOR-YOU” MENUS



**34% FRESH**

**31% VEGETARIAN**

**17% GLUTEN-FREE**



TOP MENU DESCRIPTORS FOR  
COOKING METHODS THAT  
MINIMIZE THE ADDITION OF FAT

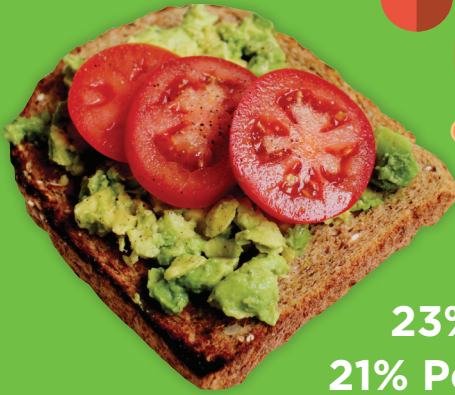


**32% GRILLED**

**21% ROASTED**

**6% SAUTÉED**

## TOP VEGETABLE PAIRINGS



**66% Tomato**



**39% Onion**



**37% Lettuce**

**26% Cucumber**

**23% Bean (any type)**

**21% Pepper**

18% Corn

18% Red Onion

17% Black Beans

16% Romaine Lettuce

15% Mushroom

13% Spinach

12% Carrot

10% Red Peppers

6% Asparagus

## THE FASTEST GROWING INGREDIENTS, PREPARATIONS, DESCRIPTORS, AND FORMATS ACROSS BETTER-FOR-YOU MENU ITEMS FEATURING AVOCADO



**Baja**

**Fish Taco**

**Oven Roasted**

Ground Beef

Ponzu

Sweet Potatoes

Seasonal

Chipotle Chicken

Lime Dressing

Chive

Roasted Chicken

Filet

Strawberry

Nigiri

Gluten-Free

Roasted Beef

Kale

Fish

Coconut