

CATER TO THE AVOCADO DINER

Foodservice operators can cash in by featuring avocados on the menu. Mission Produce’s Avocado Intel tells us why tailoring your menu to avocado diners can be good for business.



66% of consumers wish there were more avocado options available on menus*



62% of consumers are more likely to order a menu item with avocado compared to a similar item without avocado*



77% of consumers would consider paying extra to add avocados to a dish, and 46% would pay \$1.50 or more!*

Add Avocado, Add Value

Avocados are associated with numerous health benefits, adding value to the dishes that have them!



Hass Avocado Board. Avocados Consumer Tracking 2023: Health and Wellness Pillars Report.

