



HASS AVOCADOS

ABSTRACT

2009 Foodservice Avocado and Guacamole Menu Tracking

Type: Foodservice Study

Purpose:

- To identify avocado (including guacamole) mentions on foodservice menus as a way to quantify penetration of avocados in the foodservice segment
- To establish a baseline count with the year 2005, and identify movement (growth or decline) with a comparison count among foodservice 2009 menus

Key Benefits/Attributes:

This research covered approximately 1,500 foodservice menus in 2005 and 2009.

The analysis provides an overview of the number of times 'avocado' and 'guacamole' were mentioned on the menu, as an indicator of the popularity of avocado and guacamole among consumers eating out.

The report also provides a "same store" Menu Item Count comparison between 2005 versus 2009, and looks at leading menu item by category with avocado and/or guacamole.

Results / Conclusion:

Menu Incidence is Increasing- - Avocados and Guacamole are very popular on the American menu.

- *More than one of every three foodservice operations (36.9%) lists items on the menu which mention either Avocados or Guacamole. Compared to 2005, the proportion of operators mentioning has increased 8.1 percentage points.*
 - *Among Chains, the Category Incidence level for either Avocados or Guacamole is impressive at 62.4%, with 141 casual chains out of the total sample of 226 casual chains mentioning on the menu.*
 - *Almost half of 77 Fast Casual Chains mention, followed by 30.1% of Midscale and 16.8% of QSR Chains.*
- *Speaking only of Avocados (and not guacamole), close to 30% of foodservice operations list Avocados on their menu.*
 - *Looking only at Avocados, Category Incidence in Casual Chains is at the 52% level, while incidence is 31% for Fast Casual, 23% for Midscale Chains and 9% for QSR Chains.*
- *Guacamole-only use (menu) occurs less often than Avocados-only.*
 - *Category Incidence in Casual Chains is 38%, Fast Casual is 26%, Midscale Chain is 15%, and QSR Chain is 10%.*



HASS AVOCADOS

ABSTRACT

2009 Foodservice Avocado and Guacamole Menu Tracking

Usage:

This study contains 34 pages detailing which food menu items list Avocados and / or Guacamole in the meal/dish.

Insights from this report can be used:

- *As a tool / resource for foodservice operators showing the Avocado and / or Guacamole menu trends to key restaurant partners*
- *To identify segments/channels of faster growth in menu mentions versus segments that are slower to incorporate Avocados and / or Guacamole to their menu*
- *To assist in planning new menu offerings at specific restaurant segments*
- *To decide which meals/entrees, meal types or restaurant segments might be most receptive to an Avocado and / or Guacamole promotion*
- *To plan and develop promotions around specific meals, foods, restaurant segments*
- *To create variations on already identified favorites (high ranked items)*
- *To collaborate with specific chains or independents to develop new items or seasonally promote current menu items with Avocados and / or Guacamole*

Time Frame / Frequency:

2005 versus 2009

Sources:

MenuMine Database from Foodservice Research Institute