

# Avocados and Guacamole on the Menu Executive Summary

## 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. (table 1)

Speaking only of **Avocados** (and not guacamole), close to 30% of foodservice operations menu Avocados and this may be broken down further as indicated by 29.6% of *Chain Restaurants*, 37.9% of *Independent Restaurants* and 10.9% of *Non Commercial* operations menuing either Avocados or Guacamole or both. **Guacamole** is menued to a lesser degree by these three major market sectors. In chain restaurants, Category Incidence for Avocados is at the 52% level, while incidence is 31% for Fast Casual, 23% for Midscale Chains and 9% for QSR Chains. (see tables 2 and 3)

## Chain Sectors

About half as many foodservice operators use (menu) Guacamole as use Avocados. Among Casual Chains, 52% menu Avocados vs 38% for Guacamole (see tables 4 to 6). In Fast Casual Chains and in Midscale Chains, the menuing preference is in favor of Avocados with respective category incidence levels of 31% to 26% (fast casual) and 23% to 15% (midscale chains). In QSR Chains, incidence of use is at parity (9% use/menu Avocados and 10% use Guacamole).

## Menu Item Counts on Same Store Basis

In addition to showing growth in Category Incidence (penetration) of Avocados and Guacamole, gains in the use of Avocados and Guacamole are demonstrated by a trend comparison of Menu Item Counts. Using a "Same Store" panel of chain restaurants in various market segments, the total number of Menu Item Counts went from 869 in 2005 to 1371 in 2009, for a gain of 57%. (see tables 7 to 9)

## Leading Chain Market Segments

The greatest level of product use (not necessarily product volume) for Avocados and Guacamole is in Casual Chain Mexican Dinnerhouses, where approximately 32% of all menu item counts occur among chains. Casual Chain Theme Bars (17% of counts), Family Dining Breakfast Bakery Cafes (13%) and Fast Casual Mexican Chains (10%) are other leading chain segments. The use of Guacamole is growing in all chain market segments. Growth is most dramatic in QSR Burger Chains, where menu mentions have more than doubled going from 9 menu item applications in 2005 to 24 currently. (tables 8 and 9)

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Leading Segments, continued

The menuing of Avocados has increased substantially in Breakfast Bakery Cafes, going from 89 menu mentions in 2005 to 127 in 2009. Use in Casual Chain Theme Bars is also up impressively (74 mentions to 125). Gains are noted in Mexican Dinnerhouses, Italian Dinnerhouses and Seafood Dinnerhouses.

### Influence of Menu Item Cuisine

Approximately 60% of all Avocado and Guacamole menu mentions in chains are associated with Mexican/Tex Mex cuisine. Other leading cuisines (of item, not of restaurant concept) are: California / Pacific, Southwestern, American Traditional and Japanese. (see tables 10 to 12)

### Positioning on the Menu

Avocados and Guacamole appear on chain menus mostly as Prepared Entrees or Sandwiches. Menu mention growth is substantial in both Menu Parts. Use on Center of Plate entrees and Burgers is favorable and represents a good growth opportunity. (see tables 13 to 15)

### Guacamole outperforms Avocados in four Menu Parts.

Prepared Entrees --- Guacamole (287 mentions); Avocado (18 mentions)  
Hot Sandwiches --- Guacamole 155 mentions); Avocado (100 mentions)  
Hot Appetizers --- Guacamole (154 mentions); Avocado (29 mentions)  
Cold Appetizers --- Guacamole (41 mentions); Avocado (18 mentions)

### Guacamole and Avocados are at a Par (menu mention basis)

Center of Plate Entrees --- Guacamole (39 mentions); Avocado (36 mentions)  
Burgers --- Guacamole (26 mentions); Avocado (30 mentions)

### Avocados outperforms Guacamole

Green Salads --- Avocado (160 mentions); Guacamole (32 mentions);  
Cold Sandwiches --- Avocado (80 mentions); Guacamole (18 mentions)  
Breakfast Entrees--- Avocado (36 mentions); Guacamole (8 mentions)

### Leading Sandwiches

Avocados: Avocado Sandwich, Veggie Sandwich, Turkey Sandwich (see table 16 )  
Guacamole: Chicken Quesadilla, Chicken Taco, Beef Taco (see table 17)

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Leading Salads

Avocados: Cobb Salad, Chopped Salad with Chicken, BBQ Chicken Salad (see table 18)

Guacamole: Taco Salad, Beef Taco Salad, Chicken Fajita salad (see table 19)

### Leading Appetizers

Avocados: Egg Rolls, Sashimi, California Roll Sushi (see table 20 )

Guacamole: Guacamole Dip, Nachos with Beef, Nachos with Chicken (see table 21 )

### Leading Entrees

Avocados: Sushi, Pork Carnitas, Camarones Shrimp (see table 22 )

Guacamole: Chicken Fajita, Beef Fajita, Chicken Burrito (see table 23 )

### Leading Burgers

Avocados: Avocado Burger, Garden Veggie Burger, Bleu Cheeseburger with Bacon (table 24 )

Guacamole: Guacamole Burger, Guacamole Cheeseburger, Jack Cheeseburger (see table 25 )

### Leading Breakfast Items

Avocados: Bacon Cheese Egg Omelet, Cheese and Egg Omelet, Breakfast Quesadilla (table 26)

Guacamole: Cheese and Egg Omelet, Breakfast Sandwich, Bacon and Cheese Omelet (table 27)

### Number of Items on Chain Menus

Most chains with Avocados on the menu list 4 to 5 items, but some have as many as 15 to 20 items. (see table 28)

Most chains with Guacamole on the menu list 9 to 10 items, but some have as many as 20 to 50 items. (see table 29)

### Research Methodology

*The source for information in this report is the MenuMine Online Database of Chain, Independent and Non Commercial Menus. With menus from 1496 foodservice operations collected in 2009 and in years going back to 1996, MenuMine is the most complete and in depth menu analysis service in existence. Menu data from 1496 foodservice operations is entered continually into the MenuMine database. Each menu item and food component/ingredient is classified for easy retrieval and analysis. Application of food product use by Menu Part, Market Segment, Cuisine of Item, Menu Item Type and Related Ingredient. MenuMine's unique statistical measures, including Category Incidence and Same Store Trending of Item Counts provide food manufacturers, chains and food product associations with valuable insights into the dynamics of menu item presentation and positioning.*

## Avocado Menu Trak

Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains

### Section One: Category Incidence (Penetration) for the Menuing of Avocados and Guacamole

#### Market Sector Analysis

##### Category Incidence (penetration) Trend for the Menuing of *Avocados and/or Guacamole*

More than one of every three foodservice operations (36.9%) lists items on the menu which mention either Avocados or Guacamole.

Compared to the year 2005, the proportion of operators mentioning has increased 8.1 percentage points. Versus 2000, the gain is an approximate 13 points.

Table 1:	2009	2005	2000
All Market Sector Total:	36.9%	28.8%	23.6%
Chain Restaurants	39.4%	32.6%	23.7%
Independents	44.6%	33.4%	23.4%
Non Commercial	14.9%	14.0%	NA

##### Category Incidence Trend for the Menuing of *Avocados*

Speaking only of Avocados (and not guacamole), close to 30% menu Avocados.

29.6% of Chain Restaurants, 37.9% of Independent Restaurants and 10.9% of Non Commercial Operators list Avocados as an ingredient or food component on the menu.

Table 2:	2009	2005	2000
All Market Sector Total:	29.5%	22.2%	16.2%
Chain Restaurants	29.6%	24.0%	15.1%
Independents	37.9%	28.1%	20.7%
Non Commercial	10.9%	10.3%	NA

##### Category Incidence Trend for the Menuing of *Guacamole*

Guacamole is menued to a lesser degree by the three major market sectors, however, this is not to be taken as an indication of the volume (pounds) of product used.

It is to be assumed that Avocados mentioned on the menu are "fresh", although some product may be IQF.

It is unknown and not declared on the menu whether Guacamole is made from fresh or purchased as a frozen prepared product.

Table 3:	2009	2005	2000
All Market Sector Total:	18.6%	15.0%	14.0%
Chain Restaurants	22.8%	18.3%	15.4%
Independents	19.5%	15.7%	8.5%
Non Commercial	6.5%	6.2%	NA

## Avocado Menu Trak

Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains

### Section One: Category Incidence (Penetration) for the Menuing of Avocados and Guacamole

#### Market Segment Analysis

##### **Basis: 1,496 foodservice operators in 2009**

Each Broad Market Sector (Chains, Independents and Non Commercial) may be broken up into market segments.

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.

Table 4:	# Operators in Segment/Sector	# Operators Menuing Item	% Operators Incidence
All Segment Total:	1496	553	36.9
<b>CHAIN RESTAURANTS</b>			
Casual Chain Sector	226	141	62.4
Fast Casual Chain Sector	77	37	48.1
Midscale Chain Sector	123	37	30.1
QSR Chain Sector	208	35	16.8
<b>INDEPENDENT RESTAURANTS</b>			
Fine Dining Indep. Sector	136	60	44.1
Casual Indep. Sector	193	101	52.3
Midscale Indep. Sector	174	75	43.1
QSR Indep. Sector	84	26	31.0
<b>NON COMMERCIAL</b>			
Non-Commercial	275	41	14.9

##### **Category Incidence for *Avocado* Menuing**

##### **Basis: 1,496 foodservice operators in 2009**

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.

Table 5:	# Operators in Segment/Sector	# Operators Menuing Item	% Operators Incidence
All Segment Total:	1496	441	29.5
<b>CHAIN RESTAURANTS</b>			
Casual Chain Sector	226	117	51.8
Fast Casual Chain Sector	77	24	31.2
Midscale Chain Sector	123	28	22.8
QSR Chain Sector	208	19	9.1
<b>INDEPENDENT RESTAURANTS</b>			
Fine Dining Indep. Sector	136	57	41.9
Casual Indep. Sector	193	87	45.1
Midscale Indep. Sector	174	58	33.3
QSR Indep. Sector	84	21	25.0
<b>NON COMMERCIAL</b>			
Non-Commercial	275	30	10.9

# Avocado Menu Trak

Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains

## Section One: Category Incidence (Penetration) for the Menuing of Avocados and Guacamole

### Market Segment Analysis

#### Category Incidence for **Guacamole** Menuing in Foodservice

Basis: 1,496 foodservice operators in 2009

About half as many foodservice operators use (menu) Guacamole as use Avocados.

- Among Casual Chains, 52% menu Avocados vs 38% Guacamole (see tables 5 and 6)
- Fast Casual --- 31% vs 26%
- Midscale Chains --- 23% vs 15%
- QSR Chains --- 9% vs 10%

Table 6:	# Operators in Segment/Sector	# Operators Menuing Item	% Operators Incidence
All Segment Total:	1496	278	18.6
<b>CHAIN RESTAURANTS</b>			
Casual Chain Sector	226	86	38.1
Fast Casual Chain Sector	77	20	26.0
Midscale Chain Sector	123	18	14.6
QSR Chain Sector	208	21	10.1
<b>INDEPENDENT RESTAURANTS</b>			
Fine Dining Indep. Sector	136	15	11.0
Casual Indep. Sector	193	49	25.4
Midscale Indep. Sector	174	37	21.3
QSR Indep. Sector	84	14	16.7
<b>NON COMMERCIAL</b>			
Non-Commercial	275	18	6.5

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Two: Growth in Menu Item Counts for Avocados and Guacamole on Chain Menus

#### Same Store Chain Comparison

#### Avocado and Guacamole Items on Chain Menus

##### Same Store Comparison, 2009 vs 2005

In addition to showing growth in Category Incidence (penetration) of Avocados and Guacamole, gains in the use of Avocados and Guacamole are demonstrated by a comparison of Menu Item Counts.

Using a "Same Store" panel of chain restaurants in various market segments, the total number of Menu Item Counts went from 869 in 2005 to 1371 in 2009, for a gain of 57%.

Analysis of Menu Item Counts accounts for growth in multiple product usage, such that prior use may have focused on Salads, but new uses included burgers, sandwiches or appetizers.

The greatest level of product use for Avocados and Guacamole is in Casual Chain Mexican Dinnerhouses, where approximately 32% of all menu item counts occur among chains.

Casual Chain Theme Bars (17% of counts), Family Dining Breakfast Bakery Cafes (13%) and Fast Casual Mexican Chains (10%) are other leading chain segments.

The above data on menu item counts, however, is not an absolute measure of volume of product use.

Chain Market Segment	2009		2005	
	Percent	Number	Percent	Number
Casual Chain- Mexican Dinnerhouse	31.9%	438	36.0%	313
Casual Chain- Theme/Bar	16.8%	231	17.1%	149
Family Dining Chain- Breakfast/Bakery/Cafe	12.8%	175	13.9%	121
Fast Casual Chain- Mexican	9.6%	132	8.6%	75
QSR Chain- Mexican	6.6%	90	6.4%	56
Fast Casual Chain- Bakery/Sandwich	4.2%	57	4.5%	39
QSR Chain- Sandwich/Bakery	3.9%	54	5.8%	50
Casual Chain- Italian Dinnerhouse	3.0%	41	2.1%	18
Casual Chain- Seafood Dinnerhouse	2.7%	37	1.5%	13
Casual Chain- Steakhouse	2.6%	35	1.6%	14
Casual Chain- Asian Dinnerhouse	2.0%	28	0.1%	1
QSR Chain- Burgers	1.9%	26	1.3%	11
Fast Casual Chain- Chicken	0.6%	8	0.5%	4
Fast Casual Chain- Burger	0.3%	4	0.1%	1
Family Dining Chain- BBQ	0.3%	4	0.3%	3
QSR Chain- Asian	0.3%	4	0.0%	0
Family Dining Chain- Buffet/Cafeteria	0.2%	3	0.0%	0
Family Dining Chain- Pizza/Italian	0.2%	3	0.2%	2
QSR Chain- Chicken	0.1%	2	0.0%	0
Base:	100.0%	1371	100.0%	869

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole Items on Chain Menus

#### Same Store Comparison, 2009 vs 2005

The use of Guacamole is growing in all chain market segments.

Growth is most dramatic in QSR Burger Chains, where menu mentions have more than doubled going from 9 menu item applications in 2005 to 24 currently.

Table 8: Chain Market Segment	2009		2005	
	Percent	Number	Percent	Number
Casual Chain- Mexican Dinnerhouse	47.9%	390	52.1%	288
Casual Chain- Theme/Bar	13.0%	106	13.6%	75
Fast Casual Chain- Mexican	12.8%	104	12.1%	67
QSR Chain- Mexican	10.8%	88	10.1%	56
Family Dining Chain- Breakfast /Bakery	5.9%	48	5.8%	32
Fast Casual Chain- Bakery/Sandwich	2.9%	24	2.4%	13
QSR Chain- Burgers	2.9%	24	1.6%	9
Casual Chain- Steakhouse	0.9%	7	0.4%	2
Casual Chain- Italian Dinnerhouse	0.6%	5	0.5%	3
Fast Casual Chain- Chicken	0.6%	5	0.7%	4
Casual Chain- Seafood Dinnerhouse	0.5%	4	0.4%	2
QSR Chain- Sandwich/Bakery	0.5%	4	0.4%	2
Family Dining Chain- Buffet/Cafeteria	0.2%	2	0.0%	0
Fast Casual Chain- Burger	0.2%	2	0.0%	0
QSR Chain- Chicken	0.2%	2	0.0%	0
Base:	100.0%	815	100.0%	553

### Avocado Items on Chain Menus

#### Same Store Comparison, 2009 vs 2005

The menuing of Avocados has increased substantially in Breakfast Bakery Cafes, going from 89 menu mentions in 2005 to 127 in 2009.

Use in Casual Chain Theme Bars is also up impressively (74 mentions to 125).

Gains are noted in Mexican Dinnerhouses, Italian Dinnerhouses and Seafood Dinnerhouses.

Table 9: Chain Market Segment	2009		2005	
	Percent	Number	Percent	Number
Family Dining Chain- Breakfast/Bakery/Cafe	22.8%	127	28.2%	89
Casual Chain- Theme/Bar	22.5%	125	23.4%	74
QSR Chain- Sandwich/Bakery	8.8%	49	14.9%	47
Casual Chain- Mexican Dinnerhouse	8.6%	48	7.9%	25
Casual Chain- Italian Dinnerhouse	6.5%	36	4.7%	15
Casual Chain- Seafood Dinnerhouse	5.9%	33	3.5%	11
Fast Casual Chain- Bakery/Sandwich	5.9%	33	8.2%	26
Casual Chain- Asian Dinnerhouse	5.0%	28	0.3%	1
Casual Chain- Steakhouse	5.0%	28	3.8%	12
Fast Casual Chain- Mexican	5.0%	28	2.5%	8
Family Dining Chain- BBQ	0.7%	4	0.9%	3
QSR Chain- Asian	0.7%	4	0.0%	0
Family Dining Chain- Pizza/Italian	0.5%	3	0.6%	2
Fast Casual Chain- Chicken	0.5%	3	0.0%	0
Fast Casual Chain- Burger	0.4%	2	0.3%	1
QSR Chain- Burgers	0.4%	2	0.6%	2
QSR Chain- Mexican	0.4%	2	0.0%	0
Family Dining Chain- Buffet/Cafeteria	0.2%	1	0.0%	0
Base:	100.0%	556	100.0%	316

## Avocado Menu Trak

Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains

### Section Three: Changes in Cuisine of Menu Item

#### Positioning of Avocados and/or Guacamole by Cuisine of Item on Chain Menus Same Store Chain Basis, 2009 vs 2005

Approximately 60% of all Avocado and Guacamole menu mentions in chains are associated with Mexican/Tex Mex cuisine.

Other leading cuisines (of item, not of restaurant concept) are:

- o California/Pacific --- up 46% to 158 menu mentions
- o Southwestern --- up 46% to 101 menu mentions
- o American Traditional --- up 83% to 86 mentions
- o Japanese --- up ten times, going from 4 mentions to 38

Table 10: Cuisine of Menu Item	2009		2005	
	Percent	Number	Percent	Number
Mexican/Tex Mex	57.1%	783	59.5%	517
California/Pacific	11.5%	158	12.4%	108
Southwestern	7.4%	101	7.9%	69
American Traditional	6.3%	86	5.4%	47
Japanese	2.8%	38	0.5%	4
Healthy/Light	2.2%	30	2.6%	23
American Breakfast Cuisine	1.8%	25	1.8%	16
Italian	1.8%	24	2.2%	19
Atlantic Seaboard	1.0%	14	0.8%	7
Hawaiian	0.9%	13	0.3%	3
American BBQ	0.7%	10	0.6%	5
Continental	0.7%	10	0.5%	4
Western	0.6%	8	0.6%	5
Caribbean/Islands	0.5%	7	0.2%	2
American Spicy/Hot	0.4%	6	0.3%	3
French	0.4%	6	0.6%	5
American Deli	0.4%	5	0.6%	5
Brazilian	0.4%	5	0.3%	3
Mexican/Italian	0.4%	5	0.3%	3
Southern	0.4%	5	0.5%	4
Asian	0.3%	4	0.1%	1
Cajun/Creole	0.3%	4	0.3%	3
Pacific Northwest	0.2%	3	0.2%	2
Thai	0.2%	3	0.3%	3
Floribbean	0.1%	2	0.0%	0
Indian	0.1%	2	0.1%	1
Latin American	0.1%	2	0.1%	1
Moroccan - Middle Eastern	0.1%	2	0.0%	0
South American	0.1%	2	0.2%	2
Spanish	0.1%	2	0.1%	1
Chinese	0.1%	1	0.1%	1
Cuban-Caribbean/Islands	0.1%	1	0.1%	1
European	0.1%	1	0.0%	0
Greek	0.1%	1	0.0%	0
Irish	0.1%	1	0.1%	1
Mediterranean	0.1%	1	0.0%	0
Base:	100.0%	1371	100.0%	869

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Three: Changes in Cuisine of Menu Item

#### Positioning of Avocados by Cuisine of Item on Chain Menus Same Store Chain Basis, 2009 vs 2005

Noteworthy gains in the menuing of Avocados have occurred in American Breakfast Cuisine, which increased (among chains) from 14 mentions in 2005 to 22 menu mentions in 2009.

Healthy/Light menu mentions using Avocados have also gained as has other cuisines including American Seaboard, Continental and Caribbean.

Table 11: Cuisine of Menu Item	2009		2005	
	Percent	Number	Percent	Number
California/Pacific	24.3%	135	30.4%	96
Mexican/Tex Mex	21.2%	118	17.1%	54
American Traditional	12.8%	71	12.0%	38
Southwestern	7.6%	42	8.5%	27
Japanese	6.3%	35	0.9%	3
American Breakfast Cuisine	4.0%	22	4.4%	14
Italian	3.8%	21	5.4%	17
Healthy/Light	3.4%	19	3.8%	12
Atlantic Seaboard	2.2%	12	2.2%	7
Continental	1.8%	10	1.3%	4
American BBQ	1.4%	8	1.6%	5
French	1.1%	6	1.6%	5
Hawaiian	1.1%	6	0.6%	2
American Deli	0.9%	5	1.6%	5
Caribbean/Islands	0.9%	5	0.3%	1
Western	0.9%	5	0.9%	3
Asian	0.7%	4	0.3%	1
Cajun/Creole	0.7%	4	0.9%	3
Brazilian	0.5%	3	0.9%	3
Pacific Northwest	0.5%	3	0.6%	2
Southern	0.5%	3	0.6%	2
Thai	0.5%	3	0.9%	3
American Spicy/Hot	0.4%	2	0.6%	2
Floribbean	0.4%	2	0.0%	0
Mexican/Italian	0.4%	2	0.6%	2
Moroccan - Middle Eastern	0.4%	2	0.0%	0
Spanish	0.4%	2	0.3%	1
Chinese	0.2%	1	0.3%	1
Cuban-Caribbean/Islands	0.2%	1	0.3%	1
European	0.2%	1	0.0%	0
Greek	0.2%	1	0.0%	0
Indian	0.2%	1	0.3%	1
Latin American	0.2%	1	0.3%	1
Base:	100.0%	556	100.0%	316

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Three: Changes in Cuisine of Menu Item

#### Positioning of Guacamole by Cuisine of Item on Chain Menus Same Store Chain Basis, 2009 vs 2005

While Avocado menuing has transcended cuisine associations, Guacamole retains a strong affinity to Mexican/Tex Mex cuisine.

82% of Guacamole menu mentions come from Mexican cuisine menu items.

Five cuisines other than Mexican/Tex Mex have been able to successfully accommodate Guacamole and these cuisines are Southwestern, California/Pacific, American Traditional, Healthy/Light and Hawaiian.

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Cuisine of Menu Item	2009		2005	
	Percent	Number	Percent	Number
Mexican/Tex Mex	81.6%	665	83.7%	463
Southwestern	7.2%	59	7.6%	42
California/Pacific	2.8%	23	2.2%	12
American Traditional	1.8%	15	1.6%	9
Healthy/Light	1.3%	11	2.0%	11
Hawaiian	0.9%	7	0.2%	1
American Spicy/Hot	0.5%	4	0.2%	1
American Breakfast Cuisine	0.4%	3	0.4%	2
Italian	0.4%	3	0.4%	2
Japanese	0.4%	3	0.2%	1
Mexican/Italian	0.4%	3	0.2%	1
Western	0.4%	3	0.4%	2
American BBQ	0.2%	2	0.0%	0
Atlantic Seaboard	0.2%	2	0.0%	0
Brazilian	0.2%	2	0.0%	0
Caribbean/Islands	0.2%	2	0.2%	1
South American	0.2%	2	0.4%	2
Southern	0.2%	2	0.4%	2
Indian	0.1%	1	0.0%	0
Irish	0.1%	1	0.2%	1
Latin American	0.1%	1	0.0%	0
Mediterranean	0.1%	1	0.0%	0
Base:	100.0%	815	100.0%	553

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Four: Menu Part Positioning and Growth

#### Positioning of **Avocados** and/or **Guacamole** by Menu Part on Chain Menus

##### Same Store Chain Basis, 2009 vs 2005

Avocados and Guacamole appear on chain menus mostly as Prepared Entrees or Sandwiches.

Menu mention growth is substantial in both Menu Parts.

Use on Center of Plate entrees and Burgers is favorable and represents a good growth opportunity.

Table 13: Menu Part	2009		2005	
	Percent	Number	Percent	Percent
Prepared Entrée	22.2%	305	22.8%	198
Sandwich - Hot	18.6%	255	18.2%	158
Salad - Green	14.0%	192	11.9%	103
Appetizer - Hot	13.3%	183	14.5%	126
Sandwich - Cold	7.1%	98	8.1%	70
Center of Plate	5.5%	75	4.6%	40
Appetizer - Cold	4.3%	59	4.0%	35
Burgers	4.1%	56	4.4%	38
Breakfast Entree	3.2%	44	3.6%	31
Salad - Prepared Salad	2.9%	40	3.3%	29
Topping or Spread	1.8%	24	1.7%	15
Soup	1.2%	17	1.5%	13
Breakfast Sandwich	0.8%	11	0.7%	6
Pizza	0.4%	5	0.3%	3
Side Dish	0.3%	4	0.2%	2
Breakfast Side Dish	0.1%	1	0.1%	1
Soup and Salad	0.1%	2	0.1%	1
	100.0%	1371	100.0%	869

#### Positioning of **Guacamole** by Menu Part on Chain Menus

##### Same Store Chain Basis, 2009 vs 2005

Table 14: Menu Part	2009		2005	
	Percent	Number	Menu Part	Percent
Prepared Entrée	35.2%	287	34.4%	190
Sandwich - Hot	19.0%	155	17.9%	99
Appetizer - Hot	18.9%	154	20.6%	114
Appetizer - Cold	5.0%	41	5.8%	32
Center of Plate	4.8%	39	5.2%	29
Salad - Green	3.9%	32	2.9%	16
Burgers	3.2%	26	3.1%	17
Salad - Prepared Salad	3.2%	26	4.2%	23
Topping or Spread	2.3%	19	1.8%	10
Sandwich - Cold	2.2%	18	2.0%	11
Breakfast Entree	1.0%	8	1.1%	6
Breakfast Sandwich	0.6%	5	0.4%	2
Pizza	0.2%	2	0.4%	2
Side Dish	0.2%	2	0.2%	1
Breakfast Side Dish	0.1%	1	0.2%	1
	100.0%	815	100.0%	553

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Four: Menu Part Positioning and Growth

#### Positioning of **Avocados** by Menu Part on Chain Menus Same Store Chain Basis, 2009 vs 2005

Guacamole and Avocados are at opposite ends of the menu application spectrum.

Guacamole outperforms Avocados in four Menu Parts.

- o Prepared Entrees --- Guacamole (287 mentions); Avocado (18 mentions)
- o Hot Sandwiches --- Guacamole 155 mentions); Avocado (100 mentions)
- o Hot Appetizers--- Guacamole (154 mentions); Avocado (29 mentions)
- o Cold Appetizers--- Guacamole (41 mentions); Avocado (18 mentions)

Guacamole and Avocados at a Par

- o Center of Plate Entrees --- Guacamole (39 mentions); Avocado (36 mentions)
- o Burgers --- Guacamole (26 mentions); Avocado (30 mentions)

Avocados outperforms Guacamole

- o Green Salads --- Avocado (160 mentions); Guacamole (32 mentions);
- o Cold Sandwiches --- Avocado (80 mentions); Guacamole (18 mentions)
- o Breakfast Entrees--- Avocado (36 mentions); Guacamole (8 mentions)

Table 15: Menu Part	2009		2005	
	Percent	Number	Percent	Number
Salad - Green	28.8%	160	27.5%	87
Sandwich - Hot	18.0%	100	18.7%	59
Sandwich - Cold	14.4%	80	18.7%	59
Breakfast Entree	6.5%	36	7.9%	25
Center of Plate	6.5%	36	3.5%	11
Burgers	5.4%	30	6.6%	21
Appetizer - Hot	5.2%	29	3.8%	12
Appetizer - Cold	3.2%	18	0.9%	3
Prepared Entrée	3.2%	18	2.5%	8
Soup	3.1%	17	4.1%	13
Salad - Prepared Salad	2.5%	14	1.9%	6
Breakfast Sandwich	1.1%	6	1.3%	4
Topping or Spread	0.9%	5	1.6%	5
Pizza	0.5%	3	0.3%	1
Side Dish	0.4%	2	0.3%	1
Soup and Salad	0.4%	2	0.3%	1
Base:	100.0%	556	100.0%	316

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Five: Sandwiches

#### Avocados and Sandwiches

#### Leading Sandwich Types For Items with Avocados on Chain Menus

**Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 16: Menu Item Type	2009	
	Percent	Number
Avocado Sandwich	5.9%	17
Veggie Sandwich	5.9%	17
Turkey Sandwich w/ Avocado	5.6%	16
Avocado Chicken Sandwich	4.2%	12
Vegetarian Sandwich	3.8%	11
Club Sandwich w/ Bacon / Turkey	3.5%	10
Turkey Avocado and Bacon Sandwich	3.5%	10
Chicken Club Sandwich w/ Bacon	3.1%	9
Avocado and Cheese Sandwich	2.8%	8
Turkey Sandwich w/ Avocado / Bacon	2.8%	8
Tuna Salad (prepared) Sandwich	2.4%	7
Fish Taco Sandwich	2.1%	6
Bacon Lettuce Tomato BLT Sandwich	2.1%	6
Roast Beef and Cheese Sandwich	1.7%	5
Roast Beef Sandwich	1.4%	4
Chicken Salad (prepared) Sandwich	1.4%	4
Sante Fe Chicken Sandwich	1.0%	3
Beef or Chicken Taco Sandwich	1.0%	3
Turkey Wrap	1.0%	3
Steak Taco Sandwich	1.0%	3
Chicken Taco Sandwich	1.0%	3
Shrimp Taco Sandwich	1.0%	3
Tuna Salad Melt Sandwich (prepared)	1.0%	3
Breakfast Quesadilla w/Cheese/Egg/Meat	1.0%	3
Turkey Panini Sandwich	1.0%	3
Mahi Mahi Sandwich	1.0%	3
Pork Taco Sandwich	1.0%	3
Hoagie Sandwich	1.0%	3
Club Sandwich w/ Bacon / Cheese / Ham / Turkey	1.0%	3
Sandwich w/ Bacon and Turkey	1.0%	3
Torta Sandwich	1.0%	3
Veggie Taco Sandwich	1.0%	3
Veggie Wrap	1.0%	3
Pastrami Sandwich	1.0%	3
Southwest Chicken Wrap	1.0%	3
Ham and Cheese Sandwich	1.0%	3
Cheese Quesadilla	0.7%	2
Chicken Wrap	0.7%	2
Southwest Chicken Sandwich	0.7%	2
Grilled Chicken Wrap	0.7%	2
Chicken Breast Sandwich	0.7%	2
Tuna Salad (prepared) Wrap	0.7%	2
Grilled Chicken Sandwich w/Cheese	0.7%	2
Shrimp Wrap	0.7%	2

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Roasted Turkey Sandwich	0.7%	2
Turkey Melt Sandwich	0.7%	2
BBQ Chicken Wrap	0.7%	2
Soup and Sandwich	0.7%	2
Submarine Sandwich	0.7%	2
Portabello Mushroom Sandwich	0.7%	2
Roasted Chicken Sandwich	0.7%	2
Shrimp Sandwich	0.7%	2
Chicken BLT (bacon/lettuce/tomato) Sandwich	0.7%	2
Grilled Chicken Breast Sandwich	0.7%	2
Chicken Caesar Sandwich	0.3%	1
Chicken Sandwich	0.3%	1
Spicy Chicken Sandwich	0.3%	1
Smoked Salmon Sandwich	0.3%	1
Grilled Salmon Sandwich	0.3%	1
Chicken Melt Sandwich	0.3%	1
Flatbread Sandwich	0.3%	1
Roast Beef Sub Sandwich	0.3%	1
Grilled Cheese Sandwich	0.3%	1
Chicken Teriyaki Sandwich	0.3%	1
Ahi Tuna Steak Sandwich	0.3%	1
Beef Fajita Wrap	0.3%	1
Grilled Chicken Flatbread Sandwich	0.3%	1
Turkey Sandwich	0.3%	1
Breakfast Sandwich w/ Beans / Cheese / Egg / Meat	0.3%	1
Crab Cake Sandwich	0.3%	1
Crusted Chicken Sandwich	0.3%	1
Tomato and Avocado Sandwich	0.3%	1
Chicken Quesadilla	0.3%	1
Breakfast Sandwich w/ Beans / Cheese / Egg / Meat / Potato	0.3%	1
Roasted Turkey Breast Sandwich	0.3%	1
Chicken Ciabatta Sandwich	0.3%	1
Broiled/CharBroiled Chicken Sandwich	0.3%	1
Monterey Sandwich	0.3%	1
BBQ Chicken and Bacon Sandwich	0.3%	1
Breakfast Sandwich w/ Beans / Cheese / Egg	0.3%	1
Club Wrap Sandwich w/ Bacon / Chicken	0.3%	1
Cuban Sandwich	0.3%	1
Pork Quesadilla	0.3%	1
Grilled Chicken Sandwich	0.3%	1
Beef Taco Sandwich	0.3%	1
Veggie Sub Sandwich	0.3%	1
Salmon Sandwich	0.3%	1
BLT Sandwich w/Turkey	0.3%	1
Turkey Sandwich w/ Cheese	0.3%	1
Portabello Mushroom Wrap	0.3%	1
Turkey Sub Sandwich	0.3%	1
Club Sandwich w/ Bacon / Ham / Turkey	0.3%	1
Turkey Breast Sandwich	0.3%	1
Lobster Roll Sandwich	0.3%	1
Base:	100.0%	286

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole and Sandwiches

#### Leading Sandwich Types For Items with Guacamole on Chain Menus

Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))

Table 17: Menu Item Type	2009	
	Percent	Number
Chicken Quesadilla	11.1%	26
Chicken Taco Sandwich	6.0%	14
Beef or Chicken Taco Sandwich	5.6%	13
Steak / Beef Quesadilla	4.3%	10
Beef Taco Sandwich	3.8%	9
Cheese Quesadilla	3.8%	9
Grilled Chicken Sandwich w/Cheese	3.0%	7
Chalupa Sandwich	2.6%	6
Steak Taco Sandwich	2.1%	5
Veggie Sandwich	2.1%	5
Beef or Chicken Quesadilla	2.1%	5
Vegetable Quesadilla	2.1%	5
Flautas Sandwich	2.1%	5
Turkey Sub Sandwich	1.7%	4
Seafood Quesadilla	1.7%	4
Beef Tostadas	1.7%	4
Taquitos w/ Chicken	1.7%	4
Grilled Chicken Sandwich	1.7%	4
Veggie Taco Sandwich	1.3%	3
Pork Quesadilla	1.3%	3
Club Sandwich w/ Bacon / Turkey	1.3%	3
Roast Beef and Cheese Sandwich	1.3%	3
Fish Taco Sandwich	1.3%	3
Chicken Tostadas	1.3%	3
Shrimp Quesadilla	1.3%	3
Carne Asada Steak Taco Sandwich	1.3%	3
Turkey Breast Sandwich	1.3%	3
Tostaquac Sandwich	1.3%	3
Buffalo Chicken Sandwich	1.3%	3
Mahi Mahi Sandwich	1.3%	3
Roasted Chicken Sandwich	0.9%	2
Breakfast Sandwich w/ Beans / Cheese / Egg / Meat	0.9%	2
Crispy Chicken Sandwich	0.9%	2
Veggie Wrap	0.9%	2
Bean Tostadas	0.9%	2
Pork Taco Sandwich	0.9%	2
Shrimp Taco Sandwich	0.9%	2
Pork Carnitas Sandwich	0.9%	2
Southwest Chicken Sandwich	0.9%	2
Chicken Teriyaki Sandwich	0.9%	2
Grilled Chicken Sandwich w/ Bacon	0.9%	2
Chicken Ranch Sandwich	0.9%	2
Chicken Wrap	0.9%	2
Chicken BLT (bacon/lettuce/tomato) Sandwich	0.9%	2
Chicken Taquito Sandwich	0.4%	1
Pulled Pork Sandwich	0.4%	1
Ahi Tuna Steak Sandwich	0.4%	1
Turkey Panini Sandwich	0.4%	1
Chicken Filet Sandwich	0.4%	1
Chicken Club Sandwich w/ Bacon	0.4%	1
Smoked Chicken Sandwich	0.4%	1

## Avocado Menu Trak

Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains

Beef Fajita Wrap	0.4%	1
Breakfast Quesadilla w/Cheese/Egg/Meat	0.4%	1
Club Wrap Sandwich w/ Bacon / Turkey	0.4%	1
Chicken Fajita Wrap	0.4%	1
Smoked Turkey Breast Sandwich	0.4%	1
Turkey Wrap	0.4%	1
Turkey Sandwich	0.4%	1
Lobster Roll Sandwich	0.4%	1
Breakfast Sandwich w/ Cheese / Egg / Meat	0.4%	1
Sante Fe Chicken Sandwich	0.4%	1
Turkey Quesadilla	0.4%	1
Chicken Salad (prepared) Sandwich	0.4%	1
Soft Taco Sandwich	0.4%	1
Breakfast Quesadilla w/ Cheese / Egg	0.4%	1
Grilled Chicken Breast Sandwich	0.4%	1
Cheesesteak Sandwich	0.4%	1
Cajun Chicken Sandwich	0.4%	1
Spicy Chicken Sandwich	0.4%	1
Pork Sandwich	0.4%	1
Chimichanga	0.4%	1
Grilled Chicken Sandwich w/ Bacon and Cheese	0.4%	1
Chicken Caesar Wrap	0.4%	1
Fried Fish Sandwich	0.4%	1
Breakfast Sandwich w/ Beans / Cheese / Egg	0.4%	1
Base:	100.0%	234

## Section Six: Salads

### Avocados in Salads

#### Leading Salad Types For Items with Avocados on Chain Menus

Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))

Table 18: Menu Item Type	2009	
	Percent	Number
Cobb Salad w/ Bacon and Chicken	17.6	42
Cobb Salad w/ Bacon and Turkey	7.6	18
Chicken Chopped Salad	4.2	10
BBQ Chicken Salad	3.8	9
Salad w/ Shrimp	3.8	9
Grilled Chicken Salad	3.4	8
Chicken Fajita Salad	2.5	6
Southwest Chicken Salad	2.5	6
Grilled Steak Salad	2.5	6
Taco Salad	2.1	5
Santa Fe Chicken Salad	1.7	4
Salad w/ Chicken	1.7	4
Vegetable Salad	1.7	4
Green Salad	1.7	4
Chopped Salad	1.7	4
Southwest Salad	1.7	4
Chopped Salad with Chicken	1.3	3
Caesar Salad	1.3	3
Chicken Tostada Salad	1.3	3
Fiesta Salad	1.3	3
Ahi Tuna Salad	1.3	3
Chicken Salad	1.3	3

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Iceberg Wedge Salad	1.3	3
Caesar Salad w/ Chicken	0.8	2
Cobb Salad w/ Bacon and Shrimp	0.8	2
Cobb Salad w/ Seafood	0.8	2
Fried Chicken Salad	0.8	2
Salad w/ Salmon	0.8	2
House Salad	0.8	2
Seafood Salad	0.8	2
Garden Salad	0.8	2
Chicken Tortilla Soup	0.8	2
Shrimp Salad	0.8	2
Cobb Salad w/ Chicken	0.8	2
Chef Salad w/ Ham	0.8	2
Mixed Greens Salad	0.8	2
Salad w/ Chicken / Shrimp	0.8	2
Tuna Salad	0.8	2
Crabmeat Salad	0.8	2
Blackened Chicken Salad	0.8	2
Cole Slaw	0.4	1
Chopped Green Salad	0.4	1
Sashimi Salad	0.4	1
Grilled Tuna Salad	0.4	1
Goat Cheese Salad	0.4	1
Lobster Salad	0.4	1
Crunchy Salad	0.4	1
Tropical Salad	0.4	1
Cobb Salad w/ Chicken / Shrimp	0.4	1
Spicy Chicken Salad	0.4	1
Chicken Tenders Salad	0.4	1
Salad w/ Turkey	0.4	1
Turkey Salad	0.4	1
Ensalada	0.4	1
Avocado Salad	0.4	1
Miso Salad	0.4	1
Shrimp Louie Salad	0.4	1
Bacon Lettuce Tomato Salad	0.4	1
Crab and Avocado Salad	0.4	1
Sirloin Tip Salad	0.4	1
Cobb Salad w/ Turkey	0.4	1
Organic Salad	0.4	1
Chicken Pecan Salad	0.4	1
Beef Fajita Salad	0.4	1
Cobb Salad w/ Bacon	0.4	1
Heart of Romaine Salad	0.4	1
Shrimp Fajita Salad	0.4	1
Tossed Salad	0.4	1
Garden Salad w/ Chicken	0.4	1
Lump Crab Salad	0.4	1
Soup and Salad	0.4	1
Chipotle Chicken Salad	0.4	1
Grilled Shrimp Salad	0.4	1
Spinach Salad	0.4	1
Crab Louie Salad	0.4	1
Spinach Salad w/ Bacon	0.4	1
Beef Salad	0.4	1
Tomato and Onion Salad	0.4	1
Grilled Salmon Salad	0.4	1
Dinner Salad	0.4	1
Base:	100.0%	238

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole in Salads

#### Leading Salad Types For Items with Guacamole on Chain Menus

**Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 19: Menu Item Type	2009	
	Percent	Number
Taco Salad	30.4%	24
Beef Taco Salad	6.3%	5
Beef or Chicken Fajita Salad	6.3%	5
Chicken Taco Salad	5.1%	4
Chicken Fajita Salad	5.1%	4
Guacamole Salad	3.8%	3
Santa Fe Chicken Salad	2.5%	2
Grilled Chicken Salad	2.5%	2
Salad w/ Pork	2.5%	2
Fiesta Salad	2.5%	2
Grilled Steak Salad	2.5%	2
Salad w/ Chicken	2.5%	2
Chipotle Chicken Salad	2.5%	2
Salad w/ Beef	1.3%	1
Salad w/ Shrimp	1.3%	1
Southwest Salad	1.3%	1
Oriental Chicken Salad	1.3%	1
Beef Salad	1.3%	1
Cobb Salad w/ Bacon and Shrimp	1.3%	1
Soup and Salad	1.3%	1
Beef Fajita Salad	1.3%	1
Green Salad	1.3%	1
Chicken Tostada Salad	1.3%	1
BBQ Chicken Salad	1.3%	1
Tossed Salad w/ Meat	1.3%	1
House Salad w/ Chicken	1.3%	1
Chicken Breast Salad	1.3%	1
Salad w/ Fish	1.3%	1
Tostada Salad	1.3%	1
Chicken Salad	1.3%	1
Nacho Salad	1.3%	1
Vegetable Salad	1.3%	1
Southwest Chicken Salad	1.3%	1
Base:	100.0%	79

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Seven: Appetizers

#### Avocados and Appetizers

#### Leading Appetizer Types For Items with Avocados on Chain Menus

**Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 20: Menu Item Type	2009	
	Percent	Number
Egg Rolls	8.6%	6
Sashimi	7.1%	5
California Roll Sushi	7.1%	5
Shrimp Cocktail	5.7%	4
Shrimp Tempura Roll Sushi	4.3%	3
Shrimp Quesadilla	2.9%	2
Seafood Appetizer Sampler/Platter	2.9%	2
Crab Cakes	2.9%	2
Chicken Quesadilla	2.9%	2
Flautas	2.9%	2
Spring Rolls	2.9%	2
Sope (open faced taco)	2.9%	2
Crab Dip	2.9%	2
Lump Crab Cakes	1.4%	1
Blackened Shrimp	1.4%	1
Seafood Sushi	1.4%	1
Shrimp	1.4%	1
Crabmeat	1.4%	1
Prawns	1.4%	1
Ahi Tuna	1.4%	1
Chicken Wrap	1.4%	1
Queso Dip	1.4%	1
Summer Roll	1.4%	1
Cheese Quesadilla	1.4%	1
Large Shrimp Cocktail P&D	1.4%	1
Taquitos w/ Chicken	1.4%	1
Avocado Roll Sushi	1.4%	1
Sushi	1.4%	1
Tamale	1.4%	1
Avocado Slices	1.4%	1
Veggie Roll Sushi	1.4%	1
Camarones Shrimp Cocktail	1.4%	1
Camarones Shrimp	1.4%	1
Satay / Kabobs / Skewer	1.4%	1
Beef Carpaccio	1.4%	1
Caviar Dip	1.4%	1
Spicy Tuna Roll/Maki Sushi	1.4%	1
Tuna Carpaccio	1.4%	1
Tuna Tartare	1.4%	1
Guacamole Dip	1.4%	1
Rainbow Roll Sushi	1.4%	1
Nachos w/ Cheese	1.4%	1
Southwest Egg Rolls	1.4%	1
Tuna Roll Sushi	1.4%	1
Base:	100.0%	70

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole and Appetizers

#### Leading Appetizer Types For Items with Guacamole on Chain Menus

**Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 21: Menu Item Type	2009	
	Percent	Number
Guacamole Dip	18.3%	45
Nachos w/ Beef / Steak	11.8%	29
Nachos w/ Chicken	11.0%	27
Chicken Quesadilla	8.1%	20
Nachos w/ Beef / Steak or Chicken	5.3%	13
Nacho Sampler/Platter	4.5%	11
Nachos w/ Beef	4.1%	10
Nachos w/ Cheese	4.1%	10
Taquitos w/ Chicken	3.3%	8
Taquitos w/ Beef	2.8%	7
Chips and Salsa	2.4%	6
Cheese Quesadilla	2.0%	5
Nachos w/ Pork Topping	1.6%	4
Spring Rolls	1.6%	4
Appetizer Sampler/Platter	1.6%	4
Chicken Fajita Nachos	1.6%	4
Steak / Beef Quesadilla	1.6%	4
Mexican Appetizer Sampler/Platter	1.2%	3
Flautas	1.2%	3
Beef or Chicken Quesadilla	1.2%	3
Chili Con Queso	1.2%	3
Layered Dip	0.8%	2
Queso Dip	0.8%	2
Shrimp Quesadilla	0.8%	2
Seafood Quesadilla	0.8%	2
Nachos w/ Seafood Topping	0.8%	2
Cheese Dip	0.4%	1
Vegetable Quesadilla	0.4%	1
Nachos w/ Chicken Topping	0.4%	1
Chicken with Beans	0.4%	1
Spinach and Artichoke Dip	0.4%	1
Potato Chips	0.4%	1
Fried Chicken	0.4%	1
Chips and Dip	0.4%	1
Chicken/Shrimp Quesadillas	0.4%	1
Shrimp Cocktail	0.4%	1
Steak or Chicken Quesadilla	0.4%	1
Pork Quesadilla	0.4%	1
Grilled Shrimp	0.4%	1

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Base: 100.0% 246

### Section Eight: Entrees

#### Avocados and Entrees (Center of Plate and Prepared Entrees)

#### Leading Entree Types For Items with Avocados on Chain Menus

Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))

Table 22: Menu Item Type	2009	
	Percent	Number
Eel (Unagi) Roll Sushi	6.0%	4
Salmon Roll Sushi	6.0%	4
Pork Carnitas	6.0%	4
Camarones Shrimp (Mexican style)	4.5%	3
Seafood Sushi	4.5%	3
Grilled Chicken Breast	3.0%	2
California Roll Sushi	3.0%	2
Chicken Burrito	3.0%	2
Monterey Chicken Breast	3.0%	2
Shrimp Roll Sushi	3.0%	2
Spicy Tuna Roll/Maki Sushi	3.0%	2
Grilled Shrimp	3.0%	2
Chipotle Chicken	3.0%	2
Ahi Tuna	3.0%	2
Vegetarian Burrito	1.5%	1
Portabello Mushroom Fajita	1.5%	1
Fajita Burrito	1.5%	1
Steak and Shrimp Combo	1.5%	1
Enchilada w/ Chicken	1.5%	1
Grilled Tilapia	1.5%	1
Rotisserie Chicken	1.5%	1
Fish Burrito	1.5%	1
Bean Burrito	1.5%	1
Fish Sushi	1.5%	1
Crab Roll Sushi	1.5%	1
Steak Burrito	1.5%	1
Black Bean Chili	1.5%	1
Enchilada w/ Seafood	1.5%	1
Roast Pork Loin/Tenderloin	1.5%	1
Enchilada	1.5%	1
Baked/Broiled Fish	1.5%	1
Mahi-Mahi	1.5%	1
Tuna Roll Sushi	1.5%	1
Trout	1.5%	1
Lobster Entrée	1.5%	1
Shrimp Burrito	1.5%	1
Crusted Tuna Steak	1.5%	1
Veggie Burrito	1.5%	1
Veggie Roll Sushi	1.5%	1
Tamale	1.5%	1
Seafood Entrée	1.5%	1
Seafood Tempura	1.5%	1
Spider Roll Sushi	1.5%	1
Bean and Cheese Burrito	1.5%	1
Grilled Salmon	1.5%	1
Base:	100.0%	67

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole and Entrees (Center of Plate and Prepared Entrees)

#### Leading Entree Types For Items with **Guacamole** on Chain Menus

**Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 23: Menu Item Type	2009	
	Percent	Number
Chicken Fajita	9.9%	43
Beef or Chicken Fajita	6.7%	29
Chicken Burrito	6.5%	28
Steak (beef) Fajita	6.2%	27
Shrimp Fajita	4.1%	18
Beef Burrito	4.1%	18
Steak Burrito	3.7%	16
Enchilada w/ Beef	3.5%	15
Beef or Chicken Burrito	3.0%	13
Enchilada	1.8%	8
Chicken Burrito and Cheese	1.6%	7
Grilled Chicken Breast	1.6%	7
Chicken / Shrimp Fajita	1.6%	7
Fajita Burrito	1.6%	7
Pork Carnitas	1.6%	7
Carne Asada Steak	1.6%	7
Mexican Entree	1.6%	7
Enchilada w/ Meat	1.4%	6
Vegetable Fajita	1.4%	6
Chimichanga w/ Chicken	1.4%	6
Beef and Cheese Burrito	1.2%	5
Chile Relleno	1.2%	5
Veggie Burrito	1.2%	5
Chimichanga w/ Beef / Chicken	1.2%	5
Pork Fajita	1.2%	5
Enchilada Taco Combo	1.2%	5
Enchilada w/ Chicken	1.2%	5
Vegetarian Burrito	0.9%	4
Mexican Beef	0.9%	4
Bean Burrito	0.9%	4
Bean and Cheese Burrito	0.9%	4
Camarones Shrimp (Mexican style)	0.9%	4
Carnitas Burrito	0.7%	3
Fish Burrito	0.7%	3
Burrito Quesadilla Enchilada Combo	0.7%	3
Shrimp	0.7%	3
Beef/Chicken/Pork Burrito	0.7%	3
Steak (beef) or Chicken Fajita	0.7%	3
Pork Burrito	0.7%	3
Pasta w/ Meat	0.5%	2
Burrito and Taco Combo	0.5%	2
Enchilada w/ Shrimp	0.5%	2
Beef / Chicken / Shrimp Fajita	0.5%	2
Carne Asada	0.5%	2
Shrimp Burrito	0.5%	2
Chicken Entree	0.5%	2
Cheese Enchilada	0.5%	2
Enchilada w/ Pork	0.5%	2
Chicken Enchilada	0.5%	2
Ranch Steak	0.5%	2
Beef / Shrimp Fajita	0.5%	2
Enchilada w/ Beef or Chicken	0.5%	2

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Burrito or Chimichanga	0.5%	2
Vegetarian Meal	0.5%	2
Chicken and Shrimp Combo	0.2%	1
Ethnic Beef	0.2%	1
Pollo Asado Roasted Chicken	0.2%	1
Ribeye Steak	0.2%	1
Chicken Platter	0.2%	1
Grilled Chicken	0.2%	1
Cheese Quesadilla	0.2%	1
Beef and Gravy	0.2%	1
Steak and Chicken Combo	0.2%	1
Sea Bass	0.2%	1
Tamale	0.2%	1
Skirt Steak	0.2%	1
Carne Guisada (beef stew)	0.2%	1
Tilapia	0.2%	1
Chili Con Queso	0.2%	1
Mixed Grill	0.2%	1
BBQ Pork Ribs	0.2%	1
Chorizo Burrito	0.2%	1
Pork Fajitas	0.2%	1
Flautas	0.2%	1
Fried Breaded Shrimp	0.2%	1
Pollo en Mole, Chicken w/ Mole Sauce	0.2%	1
Beef Tenderloin	0.2%	1
Chimichanga w/ Beef	0.2%	1
Chicken Wings	0.2%	1
Chicken Flautas	0.2%	1
Milanesa Beef Steak	0.2%	1
Crepes Entrée w/ Meat	0.2%	1
T-Bone Steak	0.2%	1
Southwestern Chicken	0.2%	1
Chimichanga w/ Shrimp	0.2%	1
Yellowfin Tuna	0.2%	1
Mesquite Grilled Chicken	0.2%	1
Tamales	0.2%	1
Beef Steak	0.2%	1
Seafood Burrito	0.2%	1
Grilled Shrimp	0.2%	1
Roast Pork Loin/Tenderloin	0.2%	1
Fritas Pork Chops	0.2%	1
Burrito and Cheese	0.2%	1
Mexican Combo	0.2%	1
Beef/Chicken/Pork	0.2%	1
Other Chicken Entrees	0.2%	1
Steak and Shrimp Combo	0.2%	1
Shish-Kabob	0.2%	1
Stuffed Peppers	0.2%	1
Base:	100.0%	434

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Nine: Burgers

#### Avocados and Burgers

#### Leading Burger Types For Items with Avocados on Chain Menus

Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))

Table 24: Menu Item Type	2009	
	Percent	Number
Avocado Burger	13.2%	5
Garden / Veggie Burger	7.9%	3
Bleu Cheeseburger w/ Bacon	5.3%	2
Bacon Cheddar Burger	5.3%	2
Hamburger	5.3%	2
California Cheeseburger	5.3%	2
Bacon Hamburger	5.3%	2
Bacon Cheeseburger	5.3%	2
Cheeseburger	5.3%	2
Avocado Bacon Burger	5.3%	2
Beef Patty Melt	2.6%	1
Bison Burger	2.6%	1
Mushroom Cheeseburger	2.6%	1
Chipotle Burger	2.6%	1
Tuna Burger	2.6%	1
California Burger	2.6%	1
Turkey Burger	2.6%	1
Steakburger	2.6%	1
Angus Cheeseburger	2.6%	1
Turkey Cheeseburger	2.6%	1
Signature Burger	2.6%	1
Prime Beef Cheeseburger	2.6%	1
Chili Burger	2.6%	1
Buffalo (bison) (game meat) Burger	2.6%	1
Base:	100.0%	38

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole and Burgers

#### Leading Burger Types For Items with Guacamole on Chain Menus

**Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 25: Menu Item Type	2009	
	Percent	Number
Guacamole Burger	24.3%	9
Guacamole Cheeseburger	10.8%	4
Jack Cheeseburger	8.1%	3
Bacon Cheeseburger	8.1%	3
Cheeseburger	5.4%	2
California Cheeseburger	5.4%	2
Bison Burger	5.4%	2
Garden / Veggie Burger	5.4%	2
Southwestern Burger	5.4%	2
BBQ Hamburger	2.7%	1
Chili Cheeseburger	2.7%	1
Buffalo (bison) Cheeseburger	2.7%	1
Chicken Burger Sandwich	2.7%	1
Hamburger	2.7%	1
BBQ Bacon Cheeseburger	2.7%	1
Mushroom Swiss Cheeseburger	2.7%	1
Angus Cheeseburger	2.7%	1
Base:	100.0%	37

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Ten: Breakfast

#### Avocados and Breakfast

**Leading Breakfast Entrees and Sandwiches for Items with Avocados on Chain Menus  
Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 26: Menu Item Type	2009	
	Percent	Number
Bacon and Cheese Egg Omelet	20.0%	9
Cheese and Egg Omelet	8.9%	4
Breakfast Quesadilla w/Cheese/Egg/Meat	6.7%	3
Turkey and Cheese Egg Omelet	4.4%	2
Skillet Egg Entrée Bacon	4.4%	2
Fajita Cheese and Egg Omelet	4.4%	2
Eggs Benedict Egg Entrée	4.4%	2
Mushroom Cheese and Egg Omelet	4.4%	2
Huevos Rancheros Egg Entrée	2.2%	1
Garden Veggie Cheese and Egg Omelet	2.2%	1
Egg Entrée Beans Cheese Veggie	2.2%	1
Scrambled Egg Entrée Bacon	2.2%	1
Entrée Bacon Eggs Hash Browns Pancakes Sausage	2.2%	1
Spanish Cheese and Egg Omelet	2.2%	1
Egg Entrée w/ Ham / Hash Browns	2.2%	1
Shrimp and Egg Omelet	2.2%	1
Egg Entrée Crepes Meat	2.2%	1
Egg Entrée w/ Crab	2.2%	1
Entrée Bacon Eggs Pancakes Sausage	2.2%	1
Other Breakfast Entrees	2.2%	1
Egg White Omelet	2.2%	1
Vegetable Cheese and Egg Omelet	2.2%	1
Scrambled Egg Entrée	2.2%	1
Eggs Benedict Entrée Canadian Bacon	2.2%	1
Breakfast Sandwich w/ Beans / Cheese / Egg / Meat	2.2%	1
Breakfast Sandwich w/ Beans / Cheese / Egg	2.2%	1
Breakfast Sandwich w/ Beans / Cheese / Egg / Meat / Potato	2.2%	1
Base:	100.0%	45

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Guacamole and Breakfast

**Leading Breakfast Entrees and Sandwiches for Items with Guacamole on Chain Menus  
Basis: All Chains in MenuMine Database (not only "same store" chains ('09-'05))**

Table 27: Menu Item Type	2009	
	Percent	Number
Cheese and Egg Omelet	20.0%	3
Breakfast Sandwich w/ Beans / Cheese / Egg / Meat	13.3%	2
Bacon and Cheese Egg Omelet	13.3%	2
Breakfast Quesadilla w/Cheese/Egg/Meat	6.7%	1
Breakfast Sandwich w/ Cheese / Egg / Meat	6.7%	1
Scrambled Egg Entrée Sausage	6.7%	1
Egg Entrée	6.7%	1
Breakfast Sandwich w/ Beans / Cheese / Egg	6.7%	1
Breakfast Quesadilla w/ Cheese / Egg	6.7%	1
Egg Tacos	6.7%	1
Hashbrowns	6.7%	1
Base:	33.3%	15

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Eleven: Menu Item Counts by Chain

#### Chains with Avocados on the Menu

187 Chains out of 634 monitored in MenuMine list the use of Avocados on the menu.

Table 28: Chain	Number of Menu Items with Avocados
Beach Hut Deli	21
Benihana	19
Submarina California Subs	18
Roly Poly Sandwiches	18
Hofs Hut Restaurant & Bakery	18
Togos Eatery	16
Grand Lux Café	15
Cheesecake Factory	14
Kona Grill	13
Claim Jumper	12
Cocos Bakery Restaurant	12
Yard House	11
La Salsa Fresh Mexican Grill	11
California Pizza Kitchen	11
First Watch Restaurants	11
Champps Americana	10
El Torito	10
Mimis Café	10
Jerrys Famous Deli	10
Frontera Fresco	9
Rubios Fresh Mexican Grill	9
Lyons Restaurants	9
World Wrapps	8
BJs Restaurant & Brewery	8
Perkos Café	8
Ruby Tuesday	8
Carrows	7
Scotts Seafood Grill & Bar	7
Rubys Diner	7
Baja Fresh Mexican Grill	7
Marie Callenders	7
Café Express	7
Big Town Hero	7
Teds Montana Grill	7
Frullati Café	7
Red Star Tavern	6
Corner Bakery	6
Leonas	6
Hobees	6
Hamburger Hamlet	6
Ninfas	6
Islands Fine Burgers and Drinks	6
Sekisui of Japan	6
Bakers Square	6
Eriks Deli Café	6
House of Blues	5
Tacone	5
Texas Land & Cattle Steak House	5
Garcias	5
Cozymels Mexican Grill	5
Elmers-Breakfast-Lunch-Dinner	5
Elephant Bar Restaurants	5
National Sports Grill	5
Wood Ranch BBQ & Grill	5
Rovs	4
Wolfgang Puck Café	4
Bubba Gump Shrimp Co.	4

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Bennetts Bar-B-Que	4
Red Robin	4
Chevys Fresh Mex	4
ASAP California Pizza Kitchen	4
Armadillo	4
Abuelos Mexican Food Embassy	4
ESPN Zone	4
Louises Trattoria	4
Del Friscos Double Eagle	4
Rockfish Seafood Grill	4
El Porton	4
Jimmy Johns	4
On the Border Mexican Grill & Cantina	4
Pret a Manger	4
Z Tejas	4
Daily Grill	4
Fuego Loco	4
Smith & Wollensky	4
Charlevs Crab	4
Le Peep	4
Black-eyed Pea	4
Farmer Boys	3
Maqqianos Little Italy	3
Boudin Sourdough Bakery & Café	3
Fridays	3
Neiman Marcus	3
El Pollo Loco	3
Berrvhill Baia Grill	3
El Fenix	3
Joes Crab Shack	3
Chart House	3
Azteca Mexican Restaurant	3
Chuvs Mesquite Broiler Baha	3
Caffe Baci	3
Bahama Breeze	3
Shells Seafood Restaurant	3
Port of Subs	3
Seasons 52	3
Green Mill Restaurant & Bar	3
Natures Table	3
Village Inn	3
Café Brazil	3
Lalos	3
Uno Chicago Grill	3
Office Beer Bar & Grill	3
McGraths Fish House	3
Bice Ristorante	2
Charlie Browns Steakhouse	2
Culvers Frozen Custard	2
Il Fornaio	2
Hard Rock Café	2
Clydes	2
Samba Room	2
Stonewood Grill & Tavern	2
Giovannis Pizza	2
Big Apple Bagel	2
Jillians	2
Landrvs Seafood House	2
Black Angus Steakhouse	2
Spicy Pickle	2
Pollys	2
Carls Jr.	2
Applebees Neighborhood Grill & Bar	2
Dave & Busters	2
Houstons	2
Clubhouse	2
Sullivans Steakhouse	2
Bar Louie	2
Yoshinova	2

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Chilis Grill & Bar	2
Una Mas Mexican Grill	2
Mellow Mushroom Pizza	2
Alonti	2
Dennys	2
Pappadeaux Seafood Kitchen	2
Legal Sea Foods	2
Jocks and Jills Sports Grill	1
Paradise Bakery & Café	1
Max & Ermas	1
Granite City Food and Brewery	1
Costa Vida	1
Acapulco Mexican Restaurant	1
Bonefish Grill	1
Trader Vics	1
Planet Hollywood	1
Macavo Mexican Kitchen	1
Souplantation & Sweet Tomatoes	1
Jasons Deli	1
Don Pablos	1
Rock Bottom Restaurant & Brewery	1
Alcatraz Brewing Co.	1
San Francisco Oven	1
Sakkio/Sarku Japan	1
Mortons of Chicago	1
Old Spaghetti Factory	1
Logans Roadhouse	1
Taco Mac	1
Naked Fish	1
Café Nordstrom	1
Figs	1
Weber Grill	1
Jimmy Buffets Margaritaville	1
Palm Restaurant	1
Einstein Bros. Bagels	1
Long Horn Steakhouse	1
Ninety-Nine Restaurant & Pub	1
Bob Evans	1
Bennigans Irish American Grill & Tavern	1
Jimboys Tacos	1
Ginos East Pizza	1
Crab House, The	1
El Paso Bar-B-Que Company	1
Hops Bar & Brewery	1
Kahunaville	1
Napa Valley Grille	1
El Chico	1
Joes American Bar & Grill	1
Rotelli Pizza, Pasta, Perfect	1
Biaqqis Ristorante Italiano	1
Gordon Biersch Brewery Restaurant	1
Kvoto Bowl	1
Nobu	1
Piatti	1
Atlanta Bread Co.	1
Stir Crazy Café	1
Palomino Euro Bistro	1
Vie de France	1
Four Bs Restaurants	1
Lees Sandwiches	1
Austin Grill	1
Champagne French Bakery Café	1

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

### Section Eleven: Menu Item Counts by Chain

#### Chains with Guacamole on the Menu

145 Chains out of 634 monitored in MenuMine list the use of Avocados on the menu.

Table 29: Chain	Number of Menu Items with Guacamole
Pepes	52
Azteca Mexican Restaurant	52
Fuego Loco	37
El Fenix	37
El Porton	36
Rubios Fresh Mexican Grill	29
Una Mas Mexican Grill	27
Tias Tex-Mex	24
Ninfas	23
Austin Grill	22
Armadillo	22
El Chico	22
Garcias	21
Don Pablos	21
Baja Fresh Mexican Grill	20
Acapulco Mexican Restaurant	19
On the Border Mexican Grill & Cantina	18
Taco Fresco	18
Chevys Fresh Mex	18
Abuelos Mexican Food Embassy	17
Jimbovs Tacos	15
El Torito	15
Maui Tacos	15
Taco Bueno	15
Good Times Restaurants & Frozen Custard	15
Cozymels Mexican Grill	14
La Salsa Fresh Mexican Grill	14
Casa Gallardo	13
Casa Ole	12
Wahoos Fish Tacos	12
Taco Cabana	11
Macayo Mexican Kitchen	11
Green Burrito	11
Islands Fine Burgers and Drinks	10
Chipotle Mexican Grill	10
Del Taco	10
Rubys Diner	10
Hobees	9
Cheesecake Factory	9
Tumbleweed Southwest Grill	9
Moes Southwest Grill	9
Jasons Deli	8
Berrvhill Baja Grill	8
Red Robin	8
Schlotzskys Deli	7
Lalos	7
Qdoba Mexican Grill	7
Bar Louie	7
Panchos Mexican Buffet	7
Jimmy Buffets Margaritaville	7
Carlos O Kellys Mexican Café	6
Bakers Drive-Thru	6
Quiznos	6
Applebees Neighborhood Grill & Bar	6
Teds Montana Grill	6
Chuvs Mesquite Broiler Baha	5
Taco Maker	5
Ground Round Grill & Bar	5
Camilles Sidewalk Café	5
Office Beer Bar & Grill	5

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Hudsons Grill	5
Taco Bell	5
Hard Rock Café	5
Bakers Square	5
Fridays	4
Champps Americana	4
Jims	4
Palomino Euro Bistro	4
Lupe Tortilla	4
Planet Hollywood	4
Lyons Restaurants	4
Café Express	4
Hacienda Mexican Restaurants	3
Fresh City	3
Z Tejas	3
Bennigans Irish American Grill & Tavern	3
Café Brazil	3
Carls Jr.	3
Joes American Bar & Grill	3
Garfields Restaurant & Pub	3
El Pollo Loco	3
Costa Vida	3
Chilis Grill & Bar	3
JBs Family Restaurants	3
National Sports Grill	3
Au Bon Pain	3
Frontera Fresco	2
Jillians	2
Dave & Busters	2
Country Kitchen	2
Taco Del Mar	2
Kahunaville	2
Jerrys Famous Deli	2
5 & Diner	2
Hamburger Hamlet	2
Green Mill Restaurant & Bar	2
Uno Chicago Grill	2
California Pizza Kitchen	2
Rainforest Café	2
Sammys Woodfired Pizza	2
Old Chicago	2
Steak'n Shake	2
Fuddruckers	2
Taco Mayo	2
Rock Bottom Restaurant & Brewery	2
Koo Koo Roo	2
Pollo Tropical	2
Charlie Browns Steakhouse	2
Max & Ermas	1
Le Peep	1
Logans Roadhouse	1
Texas Land & Cattle Steak House	1
Café Winberies	1
Yard House	1
Golden Corral	1
Damons Grill	1
Sharis	1
Durango Steak House	1
Marie Callenders	1
Bostons The Gourmet Pizza	1
Whiskey Creek Wood Fire Grill	1
McCormick & Schmicks	1
Fado Irish Pub & Restaurant	1
Wood Ranch BBQ & Grill	1
Scotts Seafood Grill & Bar	1
Naked Fish	1
Perkins Restaurant & Bakery	1
Bubba Gump Shrimp Co.	1
Daily Grill	1

## Avocado Menu Trak

*Detailing mentions of Avocados and Guacamole on Foodservice Menus, specifically chains*

Copelands of New Orleans	1
Perkos Café	1
BJs Restaurant & Brewery	1
Sandellas Flatbread Café	1
ESPN Zone	1
Fresh Choice	1
Palm Restaurant	1
Figs	1
Sandwich Board	1
Elephant Bar Restaurants	1
California Café	1
Quaker Steak & Lube	1
Claim Jumper	1
Ruby Tuesday	1
Oberweis Ice Cream	1
Tropical Smoothie	1