

ENDLESS SAUCEABILITIES

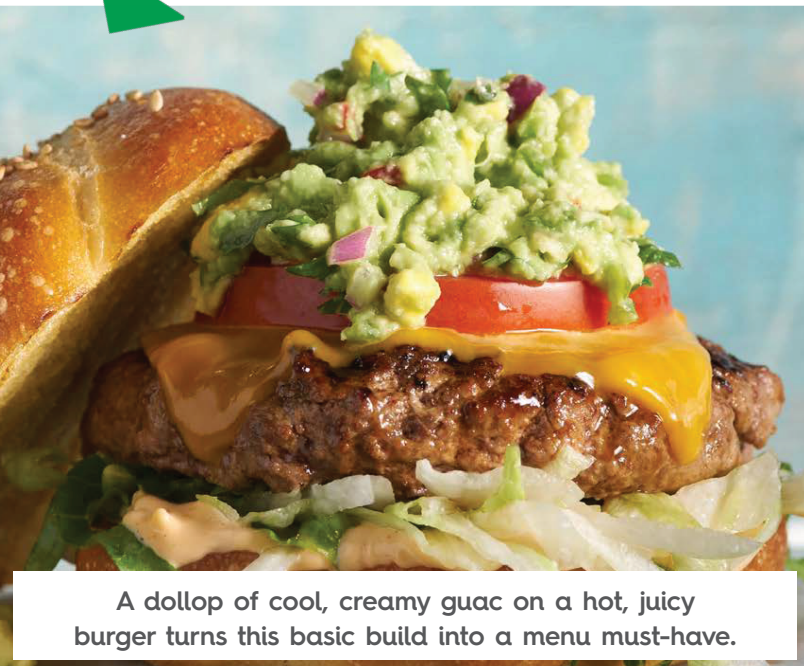
TRADITIONAL *HANDHELDS* **MADE FRESH**

Renewing menus with *AVOCADO YEAR-ROUND*



BURGERS YEAR-ROUND

Upscale, chef-built burgers are revenue generators that can create delicious buzz for your establishment. Look beyond the LTO and feature a burger made with fresh Avocados From Mexico. Whether you add classic slices, an innovative new spread, or smash them right into the patty, put your signature touch between the buns. Burgers are a delicious blank canvas and Avocados From Mexico can star in any layer. Since more than half of consumers eat a burger at least once a month,* make yours the most crave-worthy with the #1 foodservice avocado, available fresh to you 24/7/365.



A dollop of cool, creamy guac on a hot, juicy burger turns this basic build into a menu must-have.

ROCKIN' GUAC BURGER

Split and toast a chipotle seeded kaiser roll. On the bottom half, spread 2 Tbsp. prepared aioli. Stack 1/4 cup shredded romaine lettuce, an Angus beef patty, 1 slice aged cheddar cheese, 1 slice tomato, and 3 Tbsp. **Chunky Guacamole**. Top with remaining bun half and serve immediately.

- » **For Chunky Guacamole:** in a large bowl, mash 6 peeled and pitted Avocados From Mexico, leaving some chunks intact. Add 3/4 cup each diced red onion and chopped fresh cilantro; 1 large tomato, seeded and roughly chopped; 1 minced jalapeño; 1 1/2 tsp. minced garlic; and 3 Tbsp. fresh lime juice. Mix gently until combined. Season to taste with kosher salt and pepper. Store and refrigerate until service. (Makes 24 servings).



Double-duty avocados—classic slices plus avo aioli—take this burger to the next level of premium.

TWICE AS NICE BURGER

Split and toast a brioche bun. On the bottom half, spread 2 Tbsp. **Double Garlic Avocado Aioli**. Top with a seared Kobe beef patty, 2 fresh avocado rings, 2 Tbsp. sautéed mushrooms, 1/4 cup baby rainbow chard leaves, and 2 Tbsp. crumbled Roquefort cheese. Top with remaining brioche half and serve immediately. (Makes 1 burger).

- » **For Double Garlic Avocado Aioli:** in a food processor, purée 1/2 cup diced Avocados From Mexico. Add 1 cup mayonnaise, 1 Tbsp. each chopped fresh garlic and chopped roasted garlic, and 1 tsp. salt. Process until well combined. Store and refrigerate until service. (Makes 24 servings).

VEGGI-CADO BURGER

In a medium bowl, mash 1 Avocado From Mexico, leaving some chunks intact. Gently fold in 1 diced hardboiled egg; 1/4 cup black beans, rinsed and drained, and 1/4 cup yellow corn kernels. Add 1 Tbsp. semolina, 1/2 Tbsp. corn flour, 1/2 tsp. each garlic powder and red chili powder, and 1/4 tsp. salt. Mix gently until combined, and let rest for two minutes to allow flour to absorb some moisture. Wet the palms of your hands and shape mixture into two patties. Sauté in a well-oiled skillet over medium high heat for 3 minutes on each side. Once cooked, remove from heat and let cool slightly. Split and toast two whole-wheat buns and top each with a patty and 1/4 cup microgreens. Serve with a side of **Feta-Almond Avocado Spread**.

(Makes 2 burgers).

» **For the Feta-Almond Avocado Spread:**

in a food processor, purée 1/4 cup toasted almonds, 1 cup diced Avocados From Mexico, 1/2 cup crumbled feta cheese, 1 Tbsp. lemon juice, and 1 tsp. salt. Process until well combined. Cover and store until service. (Makes 24 servings).

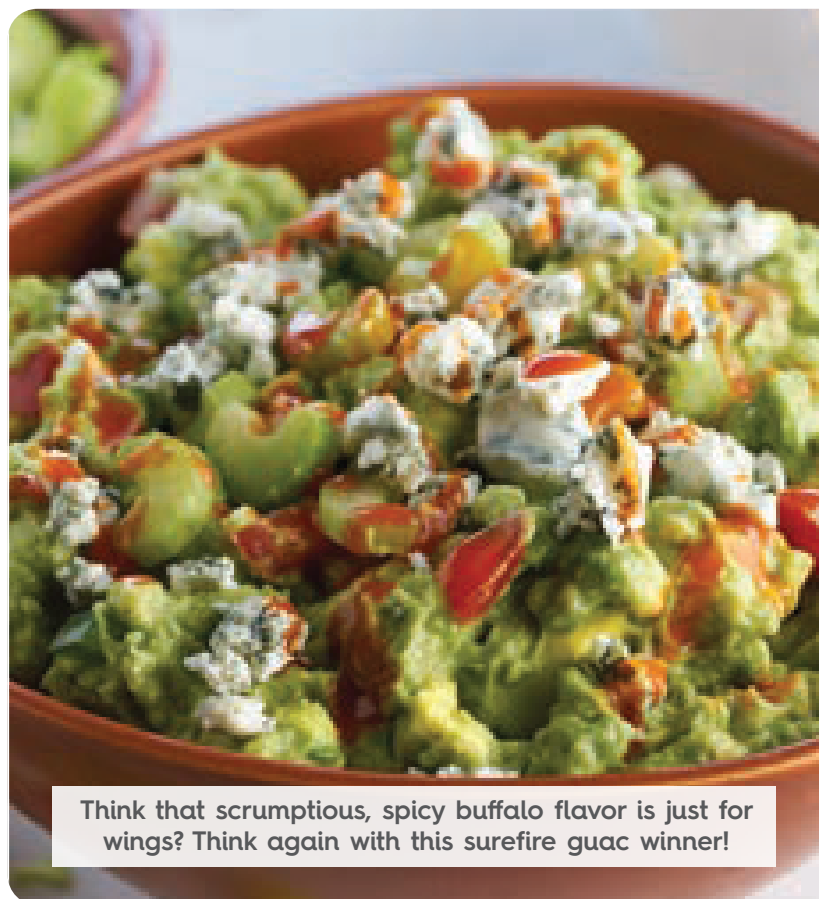


A delicious avocado-and-veggie patty is a plant-based, delicious sure-fire seller.

GET YOUR GUAC ON!

You don't have to wait until Super Bowl Sunday. Fresh guacamole is an easy way to add some jolé! to your menu for any occasion. Whether you add a cool dollop to a hot and juicy burger or serve it freshly prepared with crisp chips, guac is always in demand and always in season with fresh Avocados From Mexico.

- » **Buffalo Guac:** in a large bowl, smash 6 peeled, pitted Avocados From Mexico. Add 3/4 cup freshly squeezed lime juice, 6 Tbsp. each diced white onion and tomato, and 3 Tbsp. minced jalapeños. Mix until combined. Layer into a plastic holding container and top with 3/4 cup each buffalo hot sauce and crumbled blue cheese, and 6 Tbsp. diced celery. Store and refrigerate until service. (Makes 24 servings).
- » **Spicy Citrus Guac:** add a medley of fire-roasted peppers, diced fresh pineapple, and freshly squeezed blood orange juice for a tart take on classic guac.
- » **Mediterranean Guac:** take a note from tabbouleh and include mint, parsley, tomatoes, cucumbers, scallions, and a touch of feta for a light and healthy style of guac.
- » **Fall Harvest Guac:** make a seasonally inspired spread with dried cranberries, Cotija cheese, and spiced pepitas for an awesomely autumn menu addition.



Think that scrumptious, spicy buffalo flavor is just for wings? Think again with this surefire guac winner!

ADDITIONAL INSPIRATION

SIMPLE TIPS FOR DISHING UP MORE QUICK BURGER HITS!



1 *SURF & TURF BURGER*

Top a Kobe beef patty with lemon-and-butter poached lobster, creamy diced avocado, tomatoes, and a perfectly poached egg to taste the best of land and sea.

2 *FOIE'VOCADO BURGER*

Add melt-in-your-mouth foie gras and buttery, rich avocado slices for an unforgettably indulgent duo to top any premium burger build.

3 *VEGAN SWEET POTATO POUTINE BURGER*

Blend sweet potato and avocado for the patty, top with shoestring potatoes, tofu "cheese curds," and avocado-poblano gravy for a veg-centric take on the Canadian classic.

4 *PRESERVED LEMON & BURRATA BURGER*

Stuff an all-beef patty with creamy burrata cheese and top with a sweet preserved lemon-avocado marmalade for a bright and unexpected build.

5 *DOUBLE CRUNCH AVO SALMON BURGER*

Coat an avocado filet in crunchy spiced crispies for a fun, textural contrast to serve on top of a ginger-soy salmon burger and shaved daikon.

6 *JALAPEÑO BEER BREAD BURGER*

Toast a jalapeño beer bread bun and top with an all-beef patty, smoked avocado goat cheese sauce, and charred corn relish for a spicy, smoky burger build.

7 *AVOCADO GOAT CHEESE BURGER*

Roll a whipped avocado goat cheese ball in crisp pancetta and sun-dried tomato sunflower seed, flatten, and use as a show-stopping, premium burger topper.

GET ALL OF THESE RECIPES AND MORE AT:
foodservice.avocadosfrommexico.com



HAPPIER HANDHELD FAVORITES

FOR ALL SEASONS

From wraps to hoagies, po' boys to grinders, the variety of handheld menu possibilities is seemingly endless. And with so many components to play with, these hot builds are perfect for flavor innovation. Excite the more than 85% of consumers who eat a sandwich for lunch at least once a month by adding fresh avocado to your signature builds. Whether you add a dollop of green salsa or feature a fresh pickled avocado, add value and fantastically fresh flavor year-round with Avocados From Mexico.



The addition of freshly smashed avocados takes these bite-sized sandwiches from basic to top of the class.



A summer barbecue classic becomes a year-round menu star with a fresh avocado topping

AVO BLT SLIDERS

Slice 1 Hawaiian roll in half. On the bottom bun, spread 3 Tbsp. smashed Avocados From Mexico. Top with 3 1/2 slices candied bacon, 1 Tbsp. quartered cherry tomato, and 1/8 cup arugula. On the underside of the top bun, spread 1 Tbsp. **Lime Aioli** and top sandwich. (Makes 1 slider).

» **For Lime Aioli:** in a large bowl, combine 3 cups prepared mayonnaise and 3 Tbsp. each fresh lime juice and lime zest. Store and refrigerate until service. (Makes 24 servings).

HOT DOG WITH CHARRED CORN & AVOCADO RELISH

Place 1 grilled hot dog into a toasted split-top bun. Top with 3 Tbsp. **Charred Corn & Avocado Relish**. Serve with dill pickle spears. (Makes 1 hot dog).

» **For Charred Corn & Avocado Relish:** in a large bowl, combine 6 Tbsp. fire-roasted corn; 2 Tbsp. each roughly chopped jalapeños, red onion, and quartered cherry tomatoes; 4 Tbsp. diced Avocados From Mexico; 1 Tbsp. each freshly squeezed lime juice and olive oil; and 1/2 teaspoon salt. Toss until well combined. Store and refrigerate until service.

(Makes 24 servings).

AVOCADO CHICKEN SAUSAGE GRINDER

Preheat grill. Cook 1 chicken-feta-spinach sausage 4 to 5 minutes on each side until thoroughly cooked. Place hot sausage into a split-top brioche bun. Top with 2 Tbsp. **Avocado-Walnut Pesto**; 3 slices **Pickled Avocado**; 1 tsp. crumbled feta cheese; and 1 Tbsp. each quartered cherry tomatoes, chopped arugula, and shaved red onion. (Makes 1 grinder).

- » **For Avocado-Walnut Pesto:** in a food processor, place 2 peeled and pitted Avocados From Mexico, 4 cups each basil and parsley leaves, 1 cup halved walnuts, 1 Tbsp. minced garlic, 1/2 cup roughly chopped shallots, 1/4 cup red wine vinegar, 1 tsp. kosher salt, 1/2 tsp. ground black pepper, and 1/2 cup olive oil. Process until well combined. Store and refrigerate until service, up to 72 hours. (Makes 24 servings).
- » **For Pickled Avocado:** place 6 peeled, pitted, and sliced Avocados From Mexico in a large bowl. Pour 1 Qt. champagne vinegar over avocado and let soak at least 15 minutes. Remove avocado from vinegar and allow excess to drip off before serving. (Makes 24 servings).



The sausage sandwich gets a fresh upgrade thanks to a creamy, tangy avocado pesto.

PICKLED AVOCADO GRILLED CHEESE

Spread butter on one side of 2 slices of country white bread. On the other side of each slice, spread 1 Tbsp. prepared orange marmalade. Place one slice marmalade-side up, and layer 1 1/2 oz. sliced sharp cheddar, 3 slices **Sweet Pickled Avocado**, another 1 1/2 oz. sliced sharp cheddar, and top with remaining slice of bread, marmalade-side down. In a sauté pan over medium heat, toast on both sides until bread is golden brown. Finish in a 350°F oven for 5 minutes or until cheese is fully melted. (Makes 1 sandwich).

- » **For Sweet Pickled Avocado:** in a large pot, combine 2 cups vinegar, 2 2/3 cups water, 1/4 cup each kosher salt and honey, 2 Tbsp. crushed red pepper, and 4 tsp. diced garlic. Bring to a boil, then remove from heat and allow to cool completely. Place 6 peeled, pitted, and sliced Avocados From Mexico into a large plastic container and pour pickling solution over avocados. Refrigerate at least 4 hours before serving. (Makes 24 servings).



Add a taste of the unexpected and delicious value to this beloved standby.

ITALIAN BEEF SANDWICH

Split and toast 1 hoagie-style roll, then fill with 5 oz. warm Italian beef. Top with 1/4 cup **Avocado Giardiniera**. Serve warm with 1/2 cup hot beef broth for dipping. (Makes 1 sandwich).

- » **For Avocado Giardiniera:** in a large bowl, combine 6 cups prepared giardiniera relish (such as Marconi brand) and 2 peeled, pitted, and 1/4"-diced Avocados From Mexico until completely incorporated. Store and refrigerate until service. (Makes 24 servings).



Cool and creamy avocados are the perfect partner for hot relish and bring this classic back into the menu spotlight.

ADDITIONAL INSPIRATION

MORE SIMPLE WAYS TO MAKE YOUR SANDWICH MENU SING!



1 *AVOCADO HUMMUS WRAP*

Build a better vegetarian wrap with savory avocado hummus, shaved celery, fresh apples, shredded carrots, kale, and spiced sunflower seeds.

2 *MOJO AVOCADO JIBARITO*

Use crispy fried avocado planks instead of plantains to perk up this sandwich of mojo-marinated pulled pork, fresh onion, and cilantro.

3 *BISTRO AVOCADO LOBSTER ROLL*

Toss buttery lobster meat with a creamy avocado-tarragon dressing for a fresh take on the seaside classic.

4 *SPICY AVOCADO FLATBREAD*

Top a crisp flatbread with spicy avocado Thai curry spread, sprouts, farmer's cheese, cilantro, and chiles for an inspired open-faced build.

5 *JERK CHICKEN SLIDERS WITH AVOCADO SLAW*

Fill mini sweet rolls with mango chutney, pulled jerk chicken, and creamy avocado slaw for a Caribbean cool menu addition.

6 *CHORIZO SLOPPY JOES WITH CRINKLE CUT 'CADOS*

Update the much-loved kid classic with sloppy-sauced chorizo, Chihuahua cheese, cilantro-lime crema, and crinkle-cut fresh avocados.

7 *AVOCADO CURRY SHRIMP WRAP*

Sauté shrimp, bell peppers, and green beans in an avocado curry sauce and fold into a wrap for a crisp and spicy sandwich special.

GET ALL OF THESE RECIPES AND MORE AT:
foodservice.avocadosfrommexico.com



CLASSIC HANDHELD, MADE CURRENT &

ALWAYS AVOCADO FRESH

Perhaps no other meal tells the story of a region better than its classic sandwich, with ingredients and flavors as deep and complex as its history. From classics like the Reuben and gyro to contemporary stars like the banh mi and Cubano, Avocados From Mexico add value, freshness, and a healthy touch to our favorite handhelds from all across the nation. More than 85% of consumers eat a sandwich for lunch at least once a month, and over three-fourths eat at least one per week. So, perk up the flavor and pump up the price each and every time with Avocados From Mexico.



BUFFALO & AVO-BLUE CHEESE CHICKEN SANDWICH

Beat the New York heat with the creamy-cool goodness of avocado and blue cheese.

- » **For Avo-Blue Cheese Dressing:** In a blender or food processor, blend 2 Avocados From Mexico and 2 cups blue cheese dressing until combined. Pour into a bowl and add 1 diced Avocado From Mexico and 1½ cups crumbled blue cheese. Mix until combined. (Makes 24 servings).

Thin this sauce with a bit of buttermilk to make a fabulous salad dressing, or serve it as a dip with crudité's or wings!

TEXACADO PAMBAZO

Only the addition of fresh avocados can make this salsa-slathered sandwich even more exciting.

- » **For Avocado Ancho Barbecue Sauce:**

Purée 8 Avocados From Mexico and place in large bowl. Add 2 cups prepared barbecue sauce; 1 cup ancho paste; 4 Tbsp. each smoked paprika, lime juice, and kosher salt; and 1 Tbsp. ground black pepper. Whisk until well combined. (Makes 24 servings).

Try this rich sauce with pulled meats of all kinds, or use as a rich burger spread or unique dipping condiment.

CUBACADO

Taste the best of the Cuban Sandwich in one simple spread!

- » **For Cuban Avocado Spread:** In a large bowl, roughly mash 7 Avocados From Mexico with a fork. Fold in 1 cup each finely chopped dill pickles and lime juice, $\frac{3}{4}$ cup stone-ground mustard, 6 Tbsp. orange juice, and $\frac{1}{4}$ cup roughly chopped capers until fully combined. (Makes 24 servings).

Add this spread to your next carnitas taco, or toss with crispy fried potatoes for a delicious, Cubano-inspired side dish.



AVO GYRO

It's a pocket full of profits with this avo-filled, Greek-inspired Midwest favorite.

- » **For Quick-Pickled Avocado & Cucumber Relish:** In a saucepan, heat 2 cups white balsamic vinegar, 1 cup granulated sugar, $\frac{1}{4}$ cup salt, and 5 Tbsp. dill until salt and sugar are dissolved. Remove from heat and add 2 cups ice. Let melt completely. Pour cooled pickling liquid over 5 small-diced Avocados From Mexico and $2\frac{1}{2}$ cups small-diced English cucumber. Let sit 1 to 2 hours before serving. (Makes 24 servings).

Serve this relish on top of any grilled sausage, hot dog, bratwurst, or lamb burger.

- » **For Avocado Tzatziki:** Roughly grate $\frac{1}{2}$ English cucumber and place in a fine-mesh sieve. Press out as much liquid as possible. Place in a medium bowl. Purée 3 Avocados From Mexico and add to bowl. Fold in 2 cups plain nonfat Greek yogurt, 3 Tbsp. white wine vinegar, $1\frac{1}{2}$ Tbsp. roughly chopped fresh mint, 1 tsp. granulated garlic, $\frac{3}{4}$ tsp. kosher salt, and $\frac{1}{3}$ tsp. ground black pepper, and mix until well combined. (Makes 24 servings).

Use this cooling sauce as a dip for your favorite crudités, pair with fatafel, or use as a fresh salad dressing.



AVO REUBEN

Freshly grated avocado and a good dose of earthy, licorice-flavored caraway seeds makes for one killer kraut.

- » **For Avocado Kraut:** In a saucepan, combine 5 cups apple cider vinegar, 5 Tbsp. each granulated sugar and kosher salt, and 2 Tbsp. caraway seeds. Heat over medium heat until salt and sugar are fully dissolved. Remove from heat, add 4 cups cold water and set aside. Grate 8 very firm Avocados From Mexico on the largest holes of a box grater and place in a sealable 4-quart container. Pour cooled brine over avocados and place a folded sheet of parchment or cheesecloth over the top of brine to keep avocados submerged. Seal and refrigerate at least 6 hours. (Makes 24 servings)

Serve this perfectly pungent sauerkraut on your next salad or as a showstopping bratwurst condiment.



BULGOGI AVOCADO TACO

Creamy, fresh avocados and spicy fermented gochujang are a match made in flavor heaven in this Korean-Mex mashup.

- » **For Avocado Gochujang Crema:** In a food processor, blend 2 Avocados From Mexico, 1½ cups each gochujang paste and sour cream, and ½ cup fresh lime juice until well combined. Hold refrigerated. (Makes 24 servings).



PACIFIC SHRIMP BANH MI

- » **For Chili Avocado Spread:** In a large bowl, smash 7 Avocados From Mexico with a fork. Fold in ½ cup red pepper flakes, 2 Tbsp. rice wine vinegar, 2½ tsp. kosher salt, and 1 tsp. each lime juice and fish sauce. (Makes 24 servings).

This spread adds the perfect creamy-spicy kick to any veggie sandwich.

- » **For Avocado Serrano Mignonette:** Mince 3 firm Avocados From Mexico and place in a medium bowl. Add 1 cup each rice wine vinegar and minced carrot, ¼ cup each minced shallot and red bell pepper, 4 tsp. minced, seeded serrano pepper, and 1 Tbsp. honey and mix until well combined. (Makes 24 servings).

Try this dressing as a unique topping for any raw bar or in your favorite fresh seafood sandwich.



AVOCADO CHIMICHURRI ROLL

Steak and chimi are a dreamy combination. Add avocado and put it on a sandwich? It's darn near perfect.

- » **For Avocado Chimichurri:** In a medium bowl, combine 5 small-diced Avocados From Mexico; 1½ cups each extra virgin olive oil, red wine vinegar, and finely chopped cilantro; ¾ cup finely chopped flat-leaf parsley; 6 Tbsp. minced shallots; 3 Tbsp. seeded, minced jalapeños; 2 Tbsp. kosher salt; and 1 Tbsp. minced garlic. Cover and refrigerate for several hours until flavors combine. (Makes 24 servings)

Scoop this herb-studded sauce on top of any grilled meat, or blend all ingredients for a delicious dressing.



FOR MORE AVOCADO INSPIRATION...

Check out [Saucebilities.com](https://www.saucebilities.com) for these recipes, techniques, videos, and more.

FOODSERVICE SANDWICH STUDY



The AFM Foodservice sandwich study was conducted to gain in-depth understanding of guests' attitudes and behaviors around sandwiches

The study discovered that foodservice guests show a strong preference for avocados and are willing to pay more to add fresh avocado to handhelds like sandwiches, hamburgers, burritos, wraps or avocado-inspired LTOs.

KEY FINDINGS



64%

of consumers are willing to pay more for sandwiches with higher-quality ingredients.¹ Prices have seen steady growth of over ten percent in all segments since 2012 with the median sandwich price being **\$7.95**.²

73%

of consumers are willing to pay more for sandwiches with all-natural ingredients.³



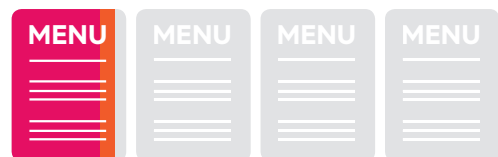
MORE LEARNINGS



Fresh avocado is the **4TH FAVORITE SANDWICH TOPPING**, behind traditional add-ons lettuce, tomato and onion.¹



MORE IMPORTANTLY, PEOPLE ARE WILLING TO PAY MORE TO ADD AVOCADO!



Currently, fresh avocado is offered on **23%** of restaurant menus. Guacamole is offered on **18%**.¹

PREMIUM PRICE POINTS PERFECTED

*HOW MUCH ARE CONSUMERS ACTUALLY
WILLING TO PAY FOR THEIR ADDED AVOCADO?*

AFM's study puts a clear price on what consumers would pay for a little more avocado on their favorite menu items.



THE AVOCADO UPSELL

54%
of consumers
WANT MORE
avocado on their
sandwiches!



~\$2
consumers are
willing to pay up
to **\$2 MORE** to
add fresh avocado
or guacamole!

**MAKE THE MOST
OF AVOCADOS BY
OFFERING THEM AS AN
ADD-ON MENU ITEM.**

**CONTACT US FOR
MORE DETAILS!**

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