

The background of the entire page is a vibrant green color. Scattered across this background are several avocado slices. Some are cut in half, showing the smooth, yellowish-green flesh and the large, light-brown pit. Others are whole, showing their dark green, bumpy skin. The lighting is bright, creating soft shadows for the slices.

AVOCADO

2019 • FLAVOR INSIGHT REPORT

An avocado's smooth and creamy texture can add balance to many dishes, but what about its flavor? Though its flavor doesn't necessarily pack a punch, avocados have enticed the health-conscious consumer and influenced its popularity increase in recent years. From 2014-2018, product introductions featuring the taste of avocado have increased 104% globally, showing a steady rise year after year. Developers have taken note, introducing products from avocado-flavored milk to the holy grail that is avocado toast. Buttery and mildly sweet, avocado flavor can be versatile as a base or an addition to new product introductions. Let's take a closer look at various forms of avocado found on menus, social media, and new products around the world.

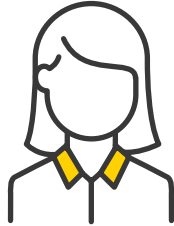
AVOCADO

Social Listening Summary

We conducted a social listening analysis on avocado covering the past 6 months. An overview is provided below.



Mentions per Minute



74%
Female

Key Consumer Voice

Keywords: recipe, toast, breakfast, delicious, vegan



KEY CONSUMER INTERESTS

- 1) 54% Desserts & Baking
- 2) 25% Clothing
- 3) 23% Vegan

TOP POSTS

Recipe: Avocado Cucumber Bites

Recipe: Spicy Shrimp Sandwich with Chipotle Avocado

Recipe: Avocado Chicken Salad Recipe

Source: Infegy



2,195

AVOCADO RECIPES
ON GENIUS KITCHEN



On Genius Kitchen, formerly food.com, 2,195 recipes appear when you search for avocado. Recipes include avocado quesadillas, ceviche style shrimp and avocado tacos, avocado toast with bacon and maple, avocado pie, avocado ranch dressing, and a mango and avocado green machine smoothie.

GREEN GODDESS AVOCADO SAUCE

The January/February 2018 issue of Cooking Light features a recipe for a Green Goddess Avocado Sauce that can be used to top rice or salad dishes. It's said to be a tasty addition to a variety of dishes, as well as containing nearly 20 vitamins, minerals and phytonutrients.



AVOCADO

ON THE MENU: Q4 2017-Q4 2018

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2,517

AVOCADO MENTIONS
ON THE MENU

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Casual dining is the top segment, with entree, sandwiches, and salad as the top three menu sections with the most avocado-flavored items. Entrees account for 34% of all avocado-flavored menu items.



MENU MENTIONS:

- **Avocado Curry** is served at Vegan Thai restaurant Araya's Place in Seattle which features **creamy avocado**, green curry, tofu, bell pepper and Thai seasonings.
- **Bacon Jam Quesadilla** is served with an **avocado cream** at E+O restaurant throughout North America.
- **Chicken Chimichurri** is made with charbroiled chicken breast, market vegetables, and **fresh avocado relish** topped with refried black beans, rice, and a chimichurri sauce at BuzzBrews Kitchen in Dallas, TX.
- **Avocado Cream** is served with chips at fast casual Mexican restaurant Salsa Fiesta in multiple locations throughout the US.

Source: Mintel Menu Insights, Food & Wine



AVOCADO

Global New Product Introductions: 2016-2018

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6,250

PRODUCT
INTRODUCTIONS
FEATURING
AVOCADO

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GLOBAL FAST FACTS:

- The U.S. is the top global region for avocado new product introductions with 36.5% of all new products.
- Prepared meals is the top sub-category globally for avocado flavored new products.
- Lime is one of the top flavors paired with avocado.



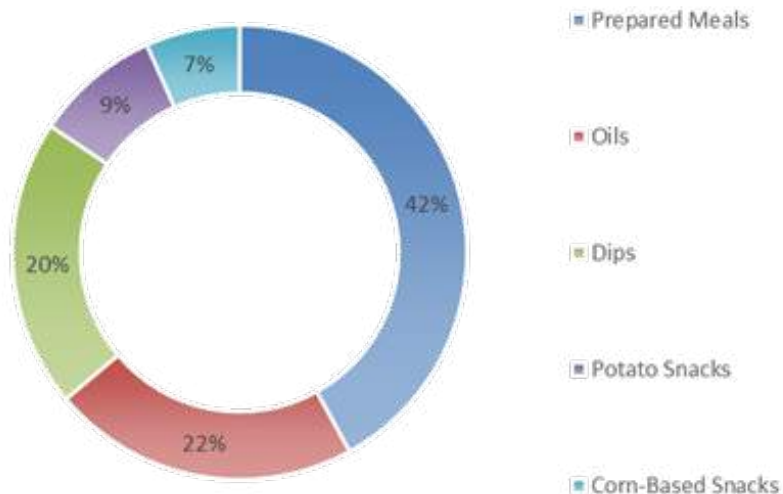
THE FORAGING FOX ALL NATURAL AVOCADO & LEMON MAYO: Described as a gluten and GMO free product suitable for vegetarians, The Foraging Fox All Natural Avocado & Lemon Mayo makes a perfect addition to smoked salmon, tuna, and chicken sandwiches. UK

18% of consumers responded that they likely or definitely would buy this product, significantly under performing its subcategory.



AVOCADO & MAYONNAISE CHIP: The YBC Chip Stars Avocado & Mayonnaise Chip is described as featuring the creamy and rich flavors of avocado and mayonnaise. The product is now available in Japan.

TOP 5 AVOCADO PRODUCT CATEGORIES



NESTLE AVOCADO FLAVORED MILK: Nestle's Avocado Flavored Milk is described as being a low fat avocado flavored milk that provides a source of fiber, and B1 and B2 vitamins. Indonesia

AVOCADO

North America New Product Introductions: 2016-2018



445

PRODUCT
INTRODUCTIONS
FEATURING
AVOCADO



NORTH AMERICA FAST FACTS:

- **USA** accounts for 81% of all avocado flavored new product introductions in North America.
- **Prepared meals** is the top product sub-category for avocado flavored new products.



NABISCO TRISCUIT AVOCADO, CILANTRO & LIME CRACKERS: The Nabisco Triscuit Avocado, Cilantro and Lime Crackers are described as naturally flavored, oven baked crackers made with 100% wholegrain wheat, oil and salt. The product is kosher certified. USA

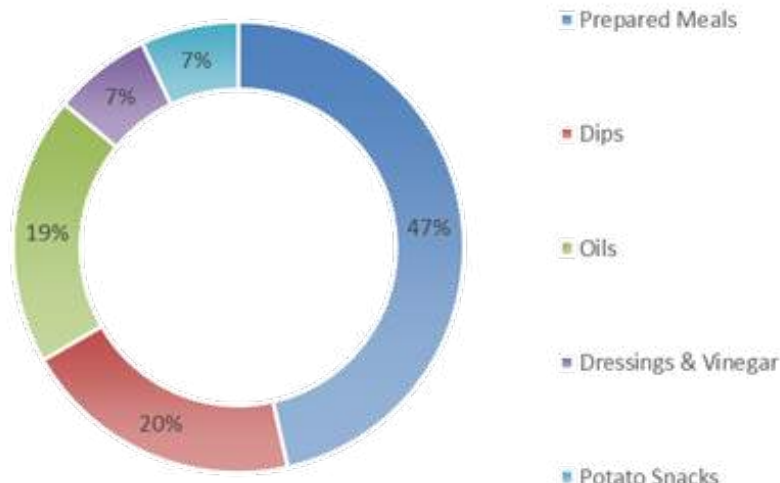
49% of responded that they likely or definitely would buy this product, **significantly outperforming** its subcategory.



AVOCADO OIL INFUSED WITH GINGER TURMERIC ORANGE: The Neomega Avocado Oil Infused with Ginger Turmeric Orange is described as being perfect to pair with salads, dishes, and marinades. Featuring ginger and turmeric, the product provides great flavor and nutrient packed ingredients. USA

16% of consumers responded that they likely or definitely would buy this product, **significantly under performing** its subcategory.

TOP 5 AVOCADO PRODUCT CATEGORIES



EL SABROSO GUACACHIP: Described as an original guacamole flavored tortilla chip, El Sabroso Guacachips are said to combine a savory corn chip flavor with a buttery ripe avocado flavor. USA

49% of consumers responded that they likely or definitely would buy this product, **significantly outperforming** its subcategory.

THE TAKEAWAYS

There's been 104% growth in new products in the past few years. Avocado has a 95% positivity on social media. Add to all of this, keto and "healthy fat" interest means even greater consumer interest in avocado. Yet, the innovative products on the market are fairly rare. Does the taste of avocado offer opportunity for your brand? Do you have room for the buttery, creamy (and somewhat muted) flavor – or is your opportunity in a bolder taste?

SOURCES:

Mintel GNPD
Mintel Menu Insights
Mintel Purchase Intelligence
Genius Kitchen
Food & Wine
Infegy



YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at

www.fona.com/contact-fona/