



*Signs such as this, which featured the California Avocados logo, showcase the quality — and convenience — of store-made guacamole made daily with California avocados.*

## Growth of Store-Made Fresh Guacamole Provides Incremental Fresh Avocado Sales

**S**ore-made fresh guacamole has evolved from a niche presentation by a few retailers using overripe or excess inventory to a profitable product offering for retailers, including some who specifically source fresh avocados for their guacamole programs.

Store-made fresh guacamole programs have grown in popularity with retailers in locales ranging from the West to the Midwest and Northeastern regions of the United States, with retailers reporting that sales of the product have been incremental to their fresh avocado sales.

Because store-made guacamole sales have not cannibalized bulk avocado sales, retailers have creatively expanded their guacamole offerings. Some retailers have developed signature guacamole recipes for their stores, which have led to the guacamole sections becoming “destination” stops for shoppers. In addition, some retailers now offer multiple SKUs of guacamole, providing customers with spicy and mild versions, tropical avocado salsas or guacamole featuring seasonal ingredients such as Hatch chiles.

The California Avocado Commission (CAC) has helped

targeted retailers capitalize on the popularity of store-made fresh guacamole by partnering with them on custom promotions for guacamole made daily with California avocados. This past season, the Commission partnered with several retailers in the West by sponsoring sales and display contests promoting store-made fresh guacamole with signage indicating that the avocados used were from California.

In the past, retailers primarily used overripe avocados or excess inventory when preparing store-made guacamole. Today, some retailers still use the ripe and ready to eat avocados — and thus restock their displays with fresher avocados. Other retailers are sourcing specific avocados (such as small size or #2 fruit) for their guacamole programs, which helps move those inventories as well. Regardless of which avocados retailers use to prepare their store-made fresh guacamole, they are able to obtain a premium price for the store-prepared guacamole and that has helped to reinforce the value for fresh avocados as well. One summertime ad in the Northeast, for example, featured a 12-ounce package of store-made guacamole for \$8. 🥑