



Avocados and Guacamole Make Super Bowls

Of the 1 billion pounds of avocados sold in the US in 2007, 49.5 million pounds were consumed on Super Bowl Sunday alone. Guacamole is the football party super food! It contains an abundance of nutrients: Vitamin E, potassium, B-vitamins, fiber and many more*. This year, add the great tasting, valued added avocado products from Fresherized Foods to your game-day menus. In addition to our Wholly Guacamole, Fresherized Foods offers chunky avocado and avocado halves for you to make your own super bowls and party dishes.





Fresherized Foods' Avocado Products are Always Ripe and Always Ready

Compared to buying and processing fresh avocado fruit, Fresherized Foods can help save you money and provide great tasting avocado products:



Fresherized Foods Avocado & Guacamole	Fresh Avocados
Stable costs per case	Unpredictable variable cost per case
16 pound yield per case	12.5 pound yield per case
No labor costs	45 minutes to an hour of labor to process each case
7 hours table life before browning	45 minutes of table life before browning
Always ready for immediate use	Must peel, cut and mash
About 1/3 less cooler space used per case	Utilizes more cooler space
Always ripe – No waste with 100% usage	Overripe or green fruits create loss per case
Always available	Very seasonal
Consistent flavor and texture	Avocados always vary in flavor and texture
Recipe/ingredient control by using full pound avocado packages	Individual fresh avocados create difficulty in maintaining portion control
Consistently safe due to use of HPP	Liability of cross contamination by adding processing step and potential bacteria on avocado skins

HPP – Quality and Innovation

All of Fresherized Foods' avocado and guacamole products are processed using High Pressure Processing (HPP). This process allows the great taste of the products to come through while eliminating microorganisms and the risk of secondary contamination. Unlike the traditional way of heat processing; nutrients, color, and sensory characteristics of the foods are fully retained.

Beyond Super Bowls....

Even though avocados and guacamole are traditionally associated with party foods, today, we see avocados on sandwiches, burgers, wraps and salads. With consumers looking for more healthy options, avocados are perfect to add to any main entree. Keep your sales up and costs down, by adding Fresherized Foods' Chunky Avocado and Wholly Guacamole to your menus.

** See Source for more information: USDA National Nutrient Database for Standard Reference, Reference, Release 20 (2007).*