



iYO QUIERO!



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¡Yo Quiero! launches avocado cream cheese spreads

In July [¡Yo Quiero!](#) will be releasing its first-of-its-kind line of avocado cream cheese spreads to refrigerated shelves across the U.S. The products combine real cream cheese with the wholesome goodness of avocado.

¡Yo Quiero!'s launch of its line of avocado cream cheese spreads is underscored by an insight-driven transformation in the premium snacking space. The ¡Yo Quiero! team, made up of industry experts with more than 100 years of combined experience, has come together to interrupt the avocado and dip categories by focusing on what customers want — premium ingredients and fresh flavors packaged in sizes created for convenience and any meal occasion.

“We are taking our experience in avocado to disrupt the category by offering healthier snacking solutions to our customers,” said Jay Alley, co-owner and vice president of sales. “Avocado is the first ingredient in each of our four dips: Avocado Spinach Artichoke; Avocado Spinach Bacon; Avocado Bacon, Ranch and Cheddar; and Avocado Jalapeno Popper. Avocado has come out on top as one of the healthiest ingredients to build upon to create dips that have fewer calories, less fat and less cholesterol than other top-selling cream cheese spreads in this category.

“The past 36 months have seen a shift in snacking trends,” said Alley. “For instance, with people working from home, more are snacking and eating smaller meals rather than eating large meals. While some changes have been seemingly temporary, others have shown more permanence and studies show that 88 percent of people will continue their snacking patterns as the pandemic eases.”

¡Yo Quiero!'s innovative snacking revolution is part of a consumer demand shift driven by smart, relevant and convenient choices. The highly sought-after millennial base is leading the snacking trend with 70 percent preferring more small, snacking meals versus few larger ones. Consumers, especially those millennials, are constantly on the lookout for better-for-you options. Avocados consumption is growing at a record pace as they are nutrient-dense as well as an excellent flavor complement to creamy dips.

“The crave-worthy feedback from our test kitchens has exceeded our expectations and it has become clear that this is the next big step for ¡Yo Quiero!. With this release, we are providing avocado-forward innovation to increase sales that will match the consumer demands for our products, flavors, and formulations in the snacking space,” said Alley.

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