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AFM's AvoEats brings innovative fare to sports fans

[Avocados From Mexico](#) is a big hit at concession stands across the country. Finding delicious and fresh foods at sports arenas has never been easier thanks to newly rebranded AvoEats by Avocados From Mexico. Because 77 percent of consumers prefer fresh avocados, the #AlwaysGood brand is stepping up its fresh guac game with deliciously innovative, avocado-focused twists on concession classics, expanding current franchises and activations in 2022 to score big with avo-lovers.

Concession stands are an ideal foodservice growth channel for AFM, with an increase in fresh avocado volume in 2021. AvoEats by AFM is impacting hungry sports fans who want more than a traditional hot dog. In fact, at Hard Rock Stadium in Miami Gardens, total gross concessions sales at AvoEats increased 227 percent from 2019 to 2021, proving fresh avocado fare is essential for stadium-goers.

Foodservice industry sales continue to soar in the travel and leisure segment, where sports and entertainment lies, seeing a strong 16 percent growth from 2021 vs. 2020. The travel and leisure segment is currently 42 percent of the U.S. foodservice fresh avocado market, proving AvoEats is driving some serious excitement.

Due to overwhelming popularity at its first Fenway Park location in Boston, the AvoEats by AFM footprint is now expanding to a second location at Fenway Park, amping up classic ballpark fare to Guacin' awesome menu items. The newly innovated items include walking tacos with guacamole and avocado dipping sauce for pretzels, providing avocado lovers with a unique twist on some of their classics.

"AvoEats by AFM has been so successful at Fenway that we opened a second location at the ballpark in 2022," said Amanda Heglin, director of partnership activations at the Boston Red Sox. "Red Sox fans can't get enough of the Souvenir Nachos with fresh guacamole. It's the best way to enjoy a baseball game."

"AvoEats by AFM takes stadium eating to a whole new level by providing what consumers want — fresh, delicious avocados," said David Spirito, senior director of culinary and foodservice at AFM. "By offering innovative twists on classic dishes and incorporating the beloved avocado, we're seeing a successful response from sports fans and are excited to see continued growth in years to come."

The AvoEats by AFM concessions are located in stadiums across the U.S. hosting football, basketball, tennis, baseball and more, in top markets like Boston, Dallas, Green Bay, Los Angeles and Miami.