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**GoVerden expands distribution nationally to meet demand for premium guacamole**

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[GoVerden](#), the maker of all-natural, ready-made guacamole, based in Laredo, TX, has announced nationwide retail expansion of its products following Cinco De Mayo.

Beginning Monday, May 6, the brand's distribution in Walmart was set to increase from just 200 to a staggering 1,050 stores across the country, offering the brand's top-selling Guacamole Mild and Guacamole Spicy to a larger customer base.

Second only to the Super Bowl, the period around Cinco de Mayo is the biggest consumption occasion for guacamole in the United States, and GoVerden is ensuring shelves are stocked to meet demand.

Following the expanded nationwide distribution in Walmart, GoVerden announced that Guacamole Mild will be available nationally at Whole Foods starting in June. This expansion reflects the brand's growing popularity and commitment to making its high-quality, convenient products accessible to a wider range of consumers.

"Guacamole and processed avocado products are registering double-digit growth in sales year over year, in retail and food service, which is why we are expanding our national distribution further," said Rick Joyal, vice president of North American sales at GoVerden, who has 20 years of sales experience with guacamole. "Our goal is to meet the growing needs for our high-quality, all-natural guacamole, and ensure that everyone across the nation can enjoy our industry leading avocado products."

GoVerden is owned by three of the largest avocado growers in Michoacán, Mexico. The family farming operations date back more than three decades, boasting a rich history of producing avocados for both the fresh and processed markets. The inception of the brand started in 2018 when the passion for creating a ready-to-enjoy guacamole brand united the like-minded growers.

GoVerden sets itself apart with its unexpectedly fresh flavor, crafting guacamole exclusively with non-GMO Certified fruits and vegetables, maintaining a 100 percent natural product. The brand uses a high-pressure pasteurization process that eliminates pathogens and extends shelf life, without the use of artificial preservatives.

"We prioritize taste and quality above anything else," said Joyal. "Our unique farm-to-table approach ensures that every spoonful of GoVerden guacamole is packed with the freshest

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ingredients. You will taste the difference.”

Every GoVerden product starts with hand-scooped Hass avocados, grown in Michoacán, the avocado capital of the world. This attention to detail results in a chunky yet creamy texture that is synonymous with homemade guacamole.

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