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**Avocados From Mexico debuts at National Restaurant Association Show with Guac Heaven**

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[Avocados From Mexico](#) made its official debut at The National Restaurant Association Show to spotlight how fresh avocados are always good, easy to work with, and should be a staple on every menu.



To bring the fruit's versatility to life, the brand launched Guac Heaven at the show — a fresh, immersive experience that will inspire foodservice operators to see how fresh avocados can be infused in any type of cuisine.

Avocados From Mexico hosted VIP culinary demos with its ambassadors, featuring celebrity chef Pati Jinich, an epic guacamole bar, a grab-and-go area that showcases how guacamole can be prepared in unexpected ways, and sessions to spotlight the endless opportunities for foodservice menus.

There was also a virtual reality experience to help educate operators on how adding fresh avocados is simple, demonstrating techniques on how to handle, cut, and store fresh avocados.

Additionally, Guac Heaven hosted cooking demonstrations and offer opportunities to engage with avocado experts and explore potential partnerships with the brand.

**As an exhibitor, Avocados From Mexico was the first produce brand to serve up an AI menu building concept to the National Restaurant Association show: Glow Up Your Menu. Seventy-seven percent of consumers prefer**

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**fresh avocados, so the brand has partnered with Datassentials, the creators of the industry's first generative AI-powered innovation studio, to give operators a unique opportunity to test new menu items featuring the always good fruit. To inspire new dishes and show off how versatile avocados can be, Glow Up Your Menu optimized up to three menu items by adding fresh avocados and guacamole.**

Since the brand launched in 2013, Avocados From Mexico has been an innovator in the produce industry, helping share with consumers and foodservice operators how avocados are always good: they taste good, they are good for you and they always bring the good times.

“Innovation is at the heart of the Avocados From Mexico brand,” said Alvaro Luque, president and CEO of Avocados From Mexico. “We’re excited to be a first-time exhibitor and we’re pulling out all the stops, showcasing our passion for innovation — from new AI that helps operators concept new avocado menu items to delicious guacamole applications and a virtual reality experience. The foodservice industry is a priority for our brand. Our presence at the National Restaurant Association Show gives us the opportunity to change the perception that guac is only for Mexican restaurants, it can be used on all sorts of cuisine and dishes because fresh avocados are always good.”

“We’re pleased to welcome Avocados From Mexico as an exhibitor at the 2024 Show,” said Tom Cindric, president of the National Restaurant Association Show. “The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments, and pioneer groundbreaking technology. We’re thrilled to bring together start-ups, niche brands, and the biggest names in the industry to solve for today’s biggest challenges, including workforce shortages, labor costs, and overall operational efficiency.”

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