

AUSTRALIAN AVOCADOS

A FRESH TAKE ON FOODSERVICE

QSR FOODSERVICE HANDBOOK



OPERATIONAL INSIGHTS, MENU
INSPIRATION AND PROFITABILITY
TOOLS FOR HIGH-VOLUME
FOODSERVICE VENUES.



www.aussieavosfoodservice.com.au



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QSR customers expect freshness, colour, nutrition and the assurance that their meal has been prepared with care, even when it's served in under three minutes.

Australian avocados are one of the most effective ingredients to bridge fast service with fresh, high-quality food.

This Australian Avocados QSR Foodservice Handbook has been developed to help businesses use avocado more profitably and efficiently, reducing waste, improving consistency, speeding up training and unlocking higher-value menu opportunities.

This handbook gives chefs, franchisees, operators and crew members the knowledge needed to use Australian avocados with confidence, consistency and commercial success.

WHY AUSTRALIAN AVOCADOS ADD VALUE

Australian avocados deliver operational, financial and brand value that make them one of the most effective ingredients in QSR environments.



HIGH PERCEIVED VALUE:

Avocado dishes command premium pricing across all types of venues throughout the year.



COST-EFFECTIVE:

Avocados offer big value and have the potential for high return - especially when used across multiple menu parts.



YEAR-ROUND SUPPLY:

Thanks to Australian-grown Hass Avocado and Shepard Avocado varieties, avocados are available all year round.



NO WASTE APPLICATIONS:

Bruised or overripe avocados are perfect for guacamole, dressings or smoothies - saving on waste and boosting profit.



MINIMAL LABOUR:

They're fast to prep, and pair with everything from toast and tacos to fish and fried chicken.



BRAND VALUE:

Consumers associate avocado with freshness, health, clean eating and indulgence without guilt. This lifts brand perception and supports repeat purchase behaviour.



FINANCIAL STRENGTH:

Avocado is one of the highest-margin add-ons in QSRs, driven by low portion cost, high perceived value, strong customer willingness to pay extra, minimal equipment and no cooking needed. A typical 55 cent portion can retail for \$2.50, generating a 78% gross profit, a margin profile that outperforms most other fresh add-ons.



UPSELL PERFORMANCE:

Avocado creates a natural premium step up, encouraging customers to self-upgrade and increasing average transaction value.



A MENU ENGINEER'S DREAM:

Avocado is one of the rare ingredients that works across multiple dining occasions, formats and cuisines, supporting menu flexibility, innovation and operational efficiency.

QSR-SPECIFIC COMMERCIAL STANDARD

Avocado class naming can vary slightly between suppliers, but most commercial avocados used in QSR settings align to three broad categories. These classes help operators choose the right avocado for the right application, balancing appearance, yield, labour and cost.

The three commonly used commercial classes for both Hass & Shepard avocados are:



PREMIUM TRAY



CLASS 1 TRAY



BULK BOX

CATEGORY	PREMIUM TRAY	CLASS 1 TRAY	BULK BOX
QSR DEFINITION	Highly uniform, visually clean avocado for customer-facing applications where appearance and slice integrity matter.	High-quality eating avocado with minor cosmetic imperfections. Ideal for sliced, diced, mashed or mixed applications. The QSR workhorse.	Mixed-size, mixed-appearance avocado for high-volume or processing use. Best for mashing or blending.
QUALITY CHARACTERISTICS	Clean, dark green; minimal marks; even shape; great oil content; dense creamy flesh; no internal defects; excellent slice definition.	Minor skin imperfections; slight shape irregularities; internally sound; good flavour and oil content; flesh similar to premium.	Visible skin imperfections; misshapen fruit; mixed sizes; mixed ripening speed; great for blending and mashing.
SHAPE, SIZE & WEIGHT	150g-320g; 16-28 count per tray; symmetrical; proportional seed.	150g-320g; 16-28 count per tray; mixed sizes; slightly uneven shape; variable seed.	120g-400g; mixed count; highly variable size and shape; larger or uneven seeds.
SHELF LIFE & RIPENING	Hard: 7-10 days Store at room temperature to ripen in 5 days. Ripe: 1-7 days stored in the fridge at 5°C (Hass), 7°C (Shepard) to achieve even ripening & lower rot incidence.	Hard: 7-10 days Store at room temperature to ripen Ripe: 1-7 days Store in the fridge at 5°C (Hass) 7°C Shepard, less uniform ripening; daily checks required.	Hard: 7-10 days Store at room temperature to ripen Ripe: 1-7 days; uneven ripening; store in fridge at 5 °C (Hass) 7°C Shepard, strong FIFO discipline needed.

NOTE: Do not store avocados under 5°C as they will go grey inside.

CATEGORY

PREMIUM TRAY

CLASS 1 TRAY

BULK BOX

EASE OF USE IN VENUE

Very easy to slice; highly efficient in QSRs due to high quality; holds shape; consistent portioning.

Excellent for dicing and mashing; easy to peel; good yield; slightly more prep awareness needed.

Assess suitability for slicing based on order; higher inspection needs; excellent yield when used promptly.

BEST QSR APPLICATIONS

Burgers, wraps, salads, bowls, pizza, garnishes, half-avocado presentations.

Burritos, bowls, avo smash, guacamole-style mixes, sauces, crema, mixed salads, wraps.

Avo smash, guacamole, sauces, ranch, crema, dressings, dips, smoothies, milkshakes.

COMMERCIAL POSITIONING

Highest cost; highest visual return; lowest prep risk.

Mid-range cost; best value-to-quality balance; highest ROI for most QSRs; ideal default for Tier 2 QSRs.

Lowest cost per kilo; highest yield potential; highest waste risk if unmanaged.

COMPARATIVE SUMMARY TABLE

ATTRIBUTE	PREMIUM TRAY	CLASS 1 TRAY	BULK BOX
Visual Quality	Excellent	Good	Variable
Eating quality	Excellent	Excellent	Good-Excellent
Size uniformity	High	Medium	Low
Ease of use	Easiest	Easy	Moderate
Best use	Slicing	Dice/mash	Sauces
Cost	High	Mid	Lowest
Waste risk	Lowest	Low	Highest if unmanaged

RIPENESS, STORAGE, ROTATION AND WASTE MANAGEMENT

Effective handling and ripeness management are essential for maintaining quality, reducing waste and protecting margin. Simple, repeatable systems can be put in place that reduce waste to near zero.

THE FIVE RIPENESS STAGES



Stage 1 HARD

No give with strong thumb pressure

Store on bench to be ready in 3-5 days



Stage 2 PRE-CONDITIONED

Very firm, feels like a rock

Knife cannot enter easily

Good for staging and ripening over days

Not suitable for same-day prep



Stage 3 BREAKING

Gives slightly to pressure

Best for slicing/dicing

Excellent for:
- wraps
- burgers
- salads
- pizzas



Stage 4 FIRM-RIPE

Soft but still structured

Best for mashing

Ideal for:
- spreads
- avocado
- smash
- guacamole
- sauces



Stage 5 OVERRIPE

Very soft

Flesh may look stringy

Use for:
- purées
- dressings
- blended
- drizzles

FIRMNESS

	Stage 1 HARD	Stage 2 PRE-CONDITIONED	Stage 3 BREAKING	Stage 4 FIRM-RIPE	Stage 5 OVERRIPE
Penetrometer (Hass & Shepard)	>10	2.2-10	1.1-2.1	0.7-1.0	0.4-0.6
Durometer (Hass)	>81	74-81	59-73	44-58	33-43
Duromete (Shepard)	>80	70-80	54-69	41-53	32-40

*Penetrometer: kg force required to move 11.1mm tip 8mm into flesh without skin
 Durometer: measure of shore unit firmness through the skin using a 5mm diameter ball test anvil on either a Bareiss or Turoni durometer.*

TRAINING TIP:

Place example avocado at each stage on the counter. Let all new staff use their thumbs to gently press near the stem end of each one. Hands-on training improves accuracy and reduces waste.

STORAGE TEMPERATURE GUIDE

	HARD	5°C Hass 7°C Shepard	<i>Slows ripening; stores up to 7 days</i>
	RIPE	5°C Hass 7°C Shepard	<i>Use within 2-3 days</i>
	CUT SLICES	5°C	<i>Hold for a maximum of 4 hours</i>
	SMASHED AVOCADO	5°C	<i>Hold for 2-4 hours depending on acidity</i>

NOTE: Never freeze fresh avocado, ice crystals damage the texture.

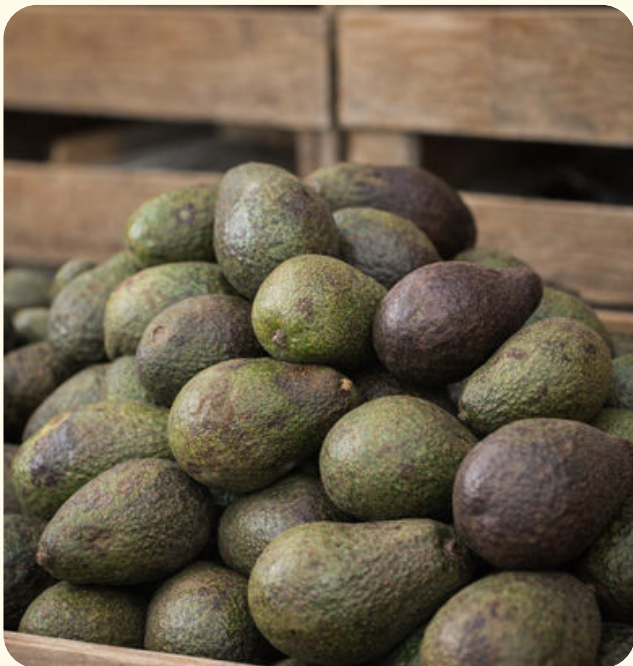
AIRFLOW AND HANDLING



Store fruit in original crates or vented racks.



Avoid sealed tubs as avocado sweats and bruises.



Do not overstack. Pressure causes bruising.



Storing near ethylene emitting fruits such as bananas, apples & tomatoes will speed up the ripening process.

RIPENESS TECHNIQUES

A simple 2-3 minute routine that ensures accurate prep, smarter ordering and reduces waste.

1

Line up trays by batch.

2

Pick three random avocados from each crate.

3

Press gently at the neck area.

4

Organise:

- Today
- Tomorrow
- Ripen More

5

Record on avocado check sheet.

TO SPEED RIPENING

Place avocado in a brown paper bag.

Add a ripening partner: banana or apple.

Keep at 18-20°C for 24-48 hours.

TO SLOW RIPENING

Refrigerate as soon as the avocado reaches ripe stage.

Keep separate from ethylene-producing fruit (bananas, tomatoes).

WASTE PREVENTION SYSTEMS/SLOW BROWNING

PREP IN SMALL BATCHES:

Preparing only 2 hours worth at a time to reduce oxidation.

ACIDITY:

Use acidulated water, 1L water + 10g citric acid or 20ml lemon juice. Dip slices for 10-20 seconds.

AIR EXCLUSION:

Press cling wrap directly onto the surface of a cut avocado, flesh should touch.

REDUCED SURFACE EXPOSURE:

Use $\frac{1}{4}$ pans instead of deep tubs to reduce surface exposure.

FIRST IN, FIRST OUT:

Train staff to follow FIFO every shift.

HANDLING, PREP AND PRODUCTIVITY TECHNIQUES

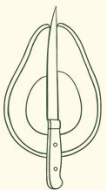
When the right tools and systems are used, avocado becomes one of the simplest, safest and most consistent fresh ingredients in a QSR kitchen.

SAFE CUTTING &

HANDLING TECHNIQUES

1

Cut avocado along the seam lengthwise.



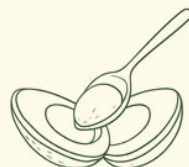
2

Twist the avocado to open.



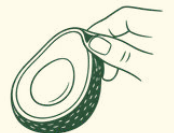
3

Remove seed safely using a spoon.



4

Peel the skin off to give a higher yield.



TRAINING TIP:

All new staff must be shown the spoon method on day one.

NO KNIFE HANDLING TECHNIQUES

TOOL	PRIMARY USE	STRENGTHS	BEST QSR APPLICATIONS
AVOCADO SPLITTER/SLICER	<ul style="list-style-type: none">• Splitting• De-seeding• Slicing	<ul style="list-style-type: none">• Safe• Fast• Consistent slice thickness	<ul style="list-style-type: none">• Burgers• Wraps• Salads• Bowls• Pizza toppings
SPOON	<ul style="list-style-type: none">• Seed removal• Peeling• Transferring• Portioning	<ul style="list-style-type: none">• High control• Protects yield• No cutting motion	<ul style="list-style-type: none">• Mash• Dice• Sauces• Purées
AVOCADO DICER/GRID PRESS	<ul style="list-style-type: none">• Uniform dicing	<ul style="list-style-type: none">• Fast• Repeatable• Low training requirement	<ul style="list-style-type: none">• Mexican formats• Bowls• Burritos• Sushi• Salads

SLICE THICKNESS STANDARDS

Clear slicing standards improve consistency, speed and food cost control.



BURGERS

Slice Width
6-8MM

Slice Width
2-3 SLICES
(3OG)



WRAPS

Slice Width
4-6MM

Slice Width
3-4 SLICES
(3OG)



SALADS

Slice Width
12-15MM

Portion
HALF AVO OR
4 SEGMENTS



PIZZA TOPPING

Slice Width
6-10MM

Portion
5OG



BOWLS

Slice Width
6-10MM

Portion
5OG

DICING STANDARDS



Ideal for Mexican formats, bowls and salads.

Use firmer avocados.

Standard dice size: 10-12mm.

Toss with lime and a pinch of salt to prevent browning.

MASHING TECHNIQUES



BASIC SMASH

100% Avo

Salt

Lemon juice

OPTIMISED SMASH

80% fresh avo

0.5% salt

1% citrus

20% slightly overripe (for creaminess)

Optional: coriander, pepper, chilli

TRAINING TIP:

Mash in shallow trays, not deep bowls for faster cooling and less browning.



PRODUCTIVITY TECHNIQUES FOR BUSY SERVICES

Pre-slice
10-20
minutes
before
predicted
rush
periods.

Pre-portion
“avo pods”
for burger
and wrap
stations.

Create a
designated
avo station
with all
tools in
one place.

Train
staff so
each slice
takes
under 10
seconds.

YIELD BY GRADE AND MANAGEMENT

Australian avocados grading is based on external appearance, not flavour or internal quality. Class 1 Trays and Bulk Box avocados can have the same internal quality as premium class avocados at a lower cost - which is why yield becomes the most important commercial measure.

YIELD DETERMINES



Yield is not just about the fruit.

IT'S ABOUT:

- Knife or no-knife
- Ripeness
- Visual standards
- Trimming losses
- Whether appearance matters

The more visible and structured the format, the lower the yield.

The more blended or hidden, the higher the yield.

TYPICAL YIELD BY SIZE

SIZE CATEGORY	AVOCADO VARIETAL	WHOLE WEIGHT	FLESH (USABLE)	SEED	SKIN	AV YIELD
COUNT 28+	HASS	150g	95-105g	18-20g	30-35g	63-70%
	SHEPARD	TBC	TBC	TBC	TBC	TBC
COUNT 23-25	HASS	200g	125-135g	22-27g	38-45g	62-68%
	SHEPARD	TBC	TBC	TBC	TBC	TBC
COUNT 18-20	HASS	250g	155-170g	25-30g	50-60g	62-68%
	SHEPARD	TBC	TBC	TBC	TBC	TBC
COUNT 14-16	HASS	300g	185-210g	25-35g	60-70g	62-70%
	SHEPARD	TBC	TBC	TBC	TBC	TBC

Industry Standard Yield: **65%**

Yield varies more due to staff technique than the avocado itself.

HOW TO MAXIMISE YIELD

- 1** Peel, don't scoop: Peeling gives up to 12% better yield.
- 2** Cut cleanly around the seed: Messy cutting leaves flesh on the seed.
- 3** Use correct ripeness.
Overripe = mush loss
Underripe = hard flesh wasted
- 4** Use portioning tools:
Consistency saves money.
- 5** Dice larger, then refine: Cutting too fine upfront creates waste.

YIELD BY APPLICATION

Different menu items tolerate different levels of yield loss depending on the required texture and presentation.

APPLICATION	IDEAL RIPENESS	YIELD OUTCOME	NOTES
SLICING	Firm ripe	High	Tight slices, clean edges.
DICING	Firm ripe	High	Holds shape during mixing.
MASHING	Ripe	Moderate	Slight waste acceptable.
PURÉES & SAUCES	Very ripe	Highest	Zero visual waste; full incorporation.
HALVES & SEGMENTS	Firm ripe	High	Avoid soft or stringy avocado.

AVOCADO YIELD BY FORMAT

These yield ranges are based on a typical medium Hass avocado.

All yields below are expressed as usable flesh per avocado after prep losses relevant to each format.

BASE ASSUMPTIONS:

Average whole avocado weight:
200G

Average usable flesh:
130G

Industry average edible yield:
~65%

Seed + skin:
~70G

	SLICED	DICED	QUARTERS	SMASH	SAUCE	PURÉE
TYPICAL USE	Burgers, wraps	Bowls, burritos	Plates, salads	Dips, spreads	Drizzles, dressings	Base sauces
USABLE YIELD (G PER AVOCADO)	105-110g	100-105g	110-115g	115-120g	120-125g	125-130g
% OF FLESH USED	80-85%	75-80%	85-88%	88-92%	92-96%	96-100%
EFFECTIVE YIELD % (WHOLE AVOCADO)	52-55%	50-52%	55-58%	57-60%	60-62%	62-65%

COST-PER-SERVE, PRICING STRATEGY AND PROFIT MODELLING

Avocado is one of the best margin drivers in Australian QSRs. Its low portion cost, high perceived value and strong customer willingness to pay make it a reliable profit engine across every format - sliced, diced, smashed or blended. When yield is managed well, avocado consistently delivers one of the highest gross profits (GPs) on the menu.

COST-PER-SERVE:

Avocado formats all deliver different yields and different costs. The cost-per-serve formula gives operators a simple way to calculate real portion cost and set pricing that protects GP while still delivering strong value to guests.

$$\text{Cost per serve} = \frac{\text{Cost per avocado}}{\text{Av avo weight (g) x edible yield x format recovery}} \times \text{portion size}$$

COST PER SERVE & PROFIT BY FORMAT

Menu price used: \$2.50 (QSR sweet spot)

FORMAT	AVOCADO VARIETAL	USABLE YIELD (G PER AVOCADO)	PORTION SIZE	COST PER SERVE	MENU PRICE	PROFIT PER SERVE	GROSS PROFIT
SLICED	HASS	105g	30g	\$0.63	\$2.50	\$1.87	75%
	SHEPARD	TBC	TBC	TBC	TBC	TBC	TBC
DICED	HASS	100g	30g	\$0.66	\$2.50	\$1.84	74%
	SHEPARD	TBC	TBC	TBC	TBC	TBC	TBC
QUARTERS	HASS	110g	40g	\$0.80	\$2.50	\$1.70	68%
	SHEPARD	TBC	TBC	TBC	TBC	TBC	TBC
SMASH	HASS	115g	50g	\$0.96	\$2.50	\$1.54	62%
	SHEPARD	TBC	TBC	TBC	TBC	TBC	TBC
SAUCE	HASS	120g	30g	\$0.55	\$2.50	\$1.95	78%
	SHEPARD	TBC	TBC	TBC	TBC	TBC	TBC
PURÉE	HASS	125g	30g	\$0.53	\$2.50	\$1.97	79%
	SHEPARD	TBC	TBC	TBC	TBC	TBC	TBC

DISCLAIMER:

All cost-per-serve and profit estimates in this section are considered indicative only and will vary by avocado variety, class, count, stage of ripeness, supplier price, yield and each QSR's portion control and handling practices.

ASSUMPTIONS USED:

Class: Class 1 Trays

Count: 23-25

Cost per avocado: \$2.20

Edible flesh yield: 65% (0.65)

Format recovery: 94% (0.94)

Usable flesh: 0.65 x 0.94 = 0.61

Variety: Hass

Class: Class 1 Trays

Count: 23-25

Cost per avocado: \$2.20

Edible flesh yield: 65% (0.65)

Format recovery: 94% (0.94)

Usable flesh: 0.61

Serve size: 30 g

$$\text{Cost per serve} = \frac{\text{Cost per avocado}}{\text{Av avo weight (g) x edible yield x format recovery}} \times \text{portion size}$$

UPSELL PRICING STRATEGY

Customers expect to pay extra for avocado, and they do

Typical QSR add-on price range: \$1.50-\$3.00

Premium chains: \$3.50-\$4.50

QSR sweet spot: \$2.50

MARGIN TABLE

Avocado consistently delivers elite Gross Profit.

MENU PRICE	COST (3OG SERVING SIZE)	PROFIT	GROSS PROFIT
\$1.50	\$0.55	\$0.95	63%
\$2.00	\$0.55	\$1.45	72%
\$2.50	\$0.55	\$1.95	78%
\$3.00	\$0.55	\$2.45	82%

CREATIVE APPLICATIONS AND UPSELL OPPORTUNITIES

Avocado adapts across cuisines and formats. Its neutral flavour, creamy texture and premium perception make it one of the easiest ingredients to add into existing menu items, while unlocking high-margin upsells.

USAGE IDEAS

Avocado dip

CHARCOAL CHICKEN



UPSELL POTENTIAL

Premium add on for burgers and wraps

Chicken combo upgrade

PIZZA

Post-bake avocado slices

Avocado ranch base under chicken or prawn

Avocado crema drizzle



Premium topping upgrade

Add-on dip

USAGE IDEAS

UPSELL POTENTIAL

MEXICAN

Avocado salsa verde
Avocado jalapeño crema



Premium add on for burritos, bowls, wraps

MIDDLE EASTERN

Avocado hummus
Avocado garlic sauce



Premium add on for wraps, bowls

JAPANESE

Avocado miso purée
Avocado teriyaki dressing



Premium add on for bento box, bowls

NOTE: See the recipe page on our website for inspo!

MAKE YOUR MENU AVOCADO READY WITH HASS AVOCADO AND SHEPARD AVOCADO NUTRITIONAL INFO

Our nutritional breakdowns for both Hass and Shepard varieties give QSR's the clear and accurate information you need to meet labelling requirements and keep your dishes deliciously compliant.

HASS

NUTRITION INFORMATION

Servings per package: 2 serves per avocado

Serving size: ~75 g or ½ medium avocado

	AVERAGE QUANTITY PER SERVING	AVERAGE QUANTITY PER 100 G
Energy	492 kJ (120 kcal)	656 kJ (156 kcal)
Protein, total	1.1 g	1.5 g
Fat, total	10 g	13 g
· saturated	2.2 g	3.0 g
· trans	0 g	0 g
· polyunsaturated	1.7 g	2.2 g
· monounsaturated	7.5 g	10 g
Carbohydrate, total	0 g	0 g
· sugars	0 g	0 g
Dietary fibre, total	3.2 g (11 % DI)	4.3 g
· Soluble fibre ⁺	1.1 g	1.4 g
Sodium	7.0 mg	9.2 mg
Potassium	458 mg	610 mg
Niacin	1.2 mg (12 % RDI ^{**})	1.6 mg
Pantothenic acid	0.9 mg (18 % RDI ^{**})	1.2 mg
Folate	97 ug (48 % RDI ^{**})	129 ug
Vitamin E	1.3 mg (13 % RDI ^{**})	1.7 mg
Vitamin K [^]	16 ug (20 % RDI ^{**})	21 ug
Polyphenols	20 mg GAE	27 mg GAE
Beta carotene eq	54 ug	72 ug
Lutein	165 ug	220 ug

Source: 2021 Hort Innovation data for Hass only or [^] USDA data

^{**} RDI - Recommended Dietary Intakes

^{*%DI} - Percentage Daily Intakes are based on an average adult diet of 8700 kJ

< means less than

GAE means Gallic Acid Equivalents

⁺ calculated from research findings showing: soluble fibre is ~33 % of total fibre in avocado

SHEPARD

NUTRITION INFORMATION

Servings per package: 2 serves per avocado

Serving size: ~75 g or ½ medium avocado

	AVERAGE QUANTITY PER SERVING	AVERAGE QUANTITY PER 100 G
Energy	471 kJ (112 kcal)	628 kJ (150 kcal)
Protein, total	1.1 g	1.5 g
Fat, total	11.5 g	15.3 g
· saturated	3.4 g	4.5 g
· trans	0 g	0 g
· polyunsaturated	1.9 g	2.5 g
· monounsaturated	5.8 g	7.7 g
Carbohydrate, total	<1 g	<1 g
· sugars	0 g	0 g
Dietary fibre, total	3.2 g (11 % DI)	4.3 g
· Soluble fibre ⁺	1.1g	1.4g
Sodium	1.5 mg	2.0 mg
Potassium	458 mg	610 mg
Niacin	1.1 mg (11 % RD ^{**})	1.5 mg
Pantothenic acid	0.63 mg (13 % RD ^{**})	0.84 mg
Folate	164 ug (82 % RD ^{**})	219 ug
Vitamin E	1.2 mg (12% RD ^{**})	1.6 mg
Vitamin K [^]	16 ug (20 % RD ^{**})	21 ug
Polyphenols	22 mg GAE	29 mg GAE
Beta carotene eq	52 ug	69 ug
Lutein	278 ug	370 ug

Source: 2021 Hort Innovation data for Shepard only or ^USDA

^{**} RDI - Recommended Dietary Intake (RDI)

^{*}%DI - Percentage Daily Intakes are based on an average adult diet of 8700 kJ

< means less than

GAE means Gallic Acid Equivalents

⁺ calculated from research findings showing: soluble fibre is ~33 % of total fibre in avocado