

Markon's Avocados



- Pure Pulp: 6/2- and 8/2-lb. packs
- Pico de Gallo Guacamole: 6/2-lb. packs
- Chunks: 6/2- and 8/2-lb. packs
- Halves: 48/1.5 oz. packs
- Pulp Snack Packs: 25/2-, 48/1.5-, 48/2-, and 96/2-oz. packs
- RSS Avocado products are plate ready; refrigerated never frozen
- Reduces labor costs and risks for prep injuries
- 100% real, all-natural, Mexican Hass avocados
- Hand picked, hand scooped, and packaged for the perfect ripeness
- No preservatives, artificial colors, or flavors added; consistent flavor and quality year-round
- Check out this delicious appetizer recipe, [roasted beet-grapefruit-avocado tower](#).



Avocado Yield Savings



Discover how you can save by converting to RSS Avocado products.

SAVE OVER 20% PER SERVING
compared to whole avocados

READY-SET-SERVE AVOCADOS
LESS PREP, MORE CREATIVITY

Time is money, especially in this labor-challenged market. Ready-Set-Serve Avocados (RSS) are hand-picked, pre-peeled, individually scooped, and packaged for the perfect consistency and flavor. Our stable pricing means your menu costs don't fluctuate, giving you peace of mind and more time for your kitchen staff to focus on creativity.

READY-SET-SERVE
by MARKON

PRODUCT BENEFITS

- Maximum Yield** – 100% usable product – compared to 67% or less on whole product by weight.
- Labor Savings** – Ready-to-use avocado pulp virtually eliminates prep work and trimming time, so you save on labor with every case.
- Price Stability** – Steady pricing of RSS products helps protect your profit margin and ensures consistent menu costs.
- Consistent Quality** – Backed by Markon's 5-Star Food Safety Program, RSS avocados are sourced from the most premier farming regions of California and Mexico so you can offer perfectly ripe, fresh flavor year-round.
- Pure and Simple** – No preservatives, artificial colors, or flavors added.
- Complete Package** – Convenient, recyclable wax- and staple-free cartons save space in your cooler and in the landfill.

AVOCADO YIELD SAVINGS



WHOLE AVOCADOS VS RSS PURE PULP

CASE BREAKDOWN	WHOLE AVOCADOS 22 LB	RSS PURE PULP 15 LB
Delivered Case Cost*	\$49.50	\$48.00
Full Case Weight	22 lb.	16 lb.
Yield	67%	100%
Waste	8.9 lb.	0 lb.
Net Usable Product	15 lb.	16 lb.
Case Cost Per Usable Lb.	\$3.30	\$3.00
LABOR BREAKDOWN		
Hourly Wage	\$11.00	\$11.00
Benefits, Taxes, etc. (wage x .25)	\$2.75	\$2.75
Total Cost Per Hour	\$13.75	\$13.75
Labor Time Per Case (minutes)	30	2
Total Labor Cost Per Case	\$6.88	\$0.46
SERVING COST BREAKDOWN		
Delivered Case Cost*	\$49.50	\$48.00
Labor Cost Per Case	\$6.88	\$0.46
Total Cost Per Case	\$56.38	\$48.46
Portion Size (ounces)	2	2
Portions Per Case	120	128
Cost Per Serving	\$0.48	\$0.38

*Outlay only

HOW MUCH COULD YOU SAVE ANNUALLY? DO THE MATH.

For more on how our Ready-Set-Serve® line helps reduce labor and increase profitability, please contact your sales representative.



Selling Against Whole Fruit



1 and 1/3 cartons



1 case of RSS Avocado Chunks

Selling Against Whole Fruit

May Board Meeting

Employee Safety: No pitting with knives

100% Yields: Zero waste translates to lower food costs

Convenient packaging: Less cooler space needed

Labor Savings: No pitting or scooping, ready-to-use

Consistent Quality: Same product across locations

Stable pricing = Consistent menu costs

