

## FOOD EVOLVATION – SAUCES & SPREADABLES



### Code:

**Product:** GOAVO AVOCADO SPREADABLE MAYONNAISE

**Brand:** GoAvo

**Manufacturer:** GoAvo

**Reference country:** USA

**Reference trend:** Vegetarian-Vegan and dietetic food.

**Source:** Direct Purchase at Whole Foods (USA).

**Selling proposition:** Vegan vegetable mayonnaise made of 85% avocado pulp (without any ingredient of animal origin) sold by **Whole Foods, County Market, Debbie's, Dillons, Fred Meyer** and most US supermarkets. The preparation uses the Avocado Hass. It can be eaten plain, but also in sandwiches, on salads and in many other ways, similar to mayonnaise. The target audience is the vegetarian-vegan clientele or the one that follows particular food diets.

The manufacturing company is GoAvo founded by a couple of former students of Syracuse University, Kaitlyn May and Aaron Glick, in Montville, New Jersey.

**REFERENCES:** GoAvo  
Montville, New Jersey

### INGREDIENTS AND NUTRITIONAL VALUES:

Avocado pulp, salt, citric acid, ascorbic acid, white wine vinegar, grape seed oil, organic cane sugar, sunflower lecithin, organic lemon juice, sea salt. 233 calories per 100 gr. 8 gr of unsaturated fats.