



go.
verden®
Fresh

FRESH
AVENUE
THE FRESH ROAD TO MARKET

Exclusively sold and shipped from Fresh Avenue

Who Are We?

We are your source for the best and freshest guacamole!

GoVerden Fresh is a US-owned subsidiary of Guacamole de la Sierra, a family company of 3rd generation avocado growers.

With 6,000 acres of avocado groves, you can rely on consistent and ample supply all year around. GoVerden Fresh is also the only major vertically integrated grower / processor in the region.

Fresh Avenue has partnered with GoVerden Fresh to provide sales, marketing, and distribution support to this guacamole product with stand-out taste and freshness. Always in stock at our consolidation facilities in Salinas & Yuma, this gives you an easy way to add high quality guacamole and avocado pulp to your produce orders.



Fresh Avenue supports GoVerden Fresh with:

- Sales & Marketing
- In-Market Support
- National Distribution
- Delivered Programs
- Promotional Programs
- Always Available in our Consolidation Facilities to Add to Existing Produce Orders



We believe fresh guacamole provides the amazing quality and flavor that your customers crave. With the scale to handle your business, GoVerden Fresh Manufactures Guacamole and avocado pulp and is fresh and ready to use

- All Natural
- No Artificial Ingredients
- No Preservatives (HPP)
- Fresh, Never Frozen
- Kosher
- Non GMO Verified



Contact us if you don't see a pack size that fits your needs!

Product	Size
Classic Guacamole	12 / 1 Lb.
Classic Guacamole	4 / 3 Lb.
Classic Guacamole	80 / 2 oz. Cups
Chunky Avocado Pulp	12 / 1 Lb.
Chunky Avocado Pulp	4 / 3 Lb.
Spicy Guacamole	12 / 1 Lb.



Completed in 2019, GoVerden Fresh's new processing facility has ample capacity for growth meaning ample product and continuity of supply for you!

- New Facility Opened in 2019
- Substantial Ripening Capacity
- Avocados are allowed to ripen naturally
- Hand-Scooped for Better Texture
- High Pressure Pasteurization (HPP) Extends Shelf Life naturally without the use of preservatives
- Fresh Avenue's Team Fully Supports and Manages Logistics, Sales, & Marketing



GoVerden Fresh is on top of food safety, Kosher, and non-GMO certifications in addition to producing a preservative-free product- all the considerations customers have in enjoying a fresh item worry-free!



Food Safety

CERTIFICATED



Classic Guacamole



Fresh Avenue's Classic Guacamole from GoVerden Fresh has a fresh flavor that Your customers will think was hand-scooped and prepared! With a light seasoning, you can add your own special touches for your signature guacamole, or serve as-is with its rich, creamy avocado flavor that we all know and love! It comes in a ready-to-use pouch in a size that fits your needs!

GoVerden Fresh:

- Amazing Taste & Texture
- Fresh, Never Frozen
- From Family growers in Mexico
- Vertically Integrated Groves & Facilities
- Easily Add to Your Produce Order
- In Stock at Fresh Avenue's Consolidation Facility

Ingredients: Hass Avocado, Onion, Tomato, Jalapeño Pepper, Cilantro, Lime Juice, Salt

Shelf Life

- 40 days minimum at Fresh Avenue Cooler
- 30 days minimum at first receiver (if delivered program)
- Ship and store at 34-38F
- 2-4 hours after opened by oxidation



GoVerden Fresh is Readily Available at our Consolidation Facility! Add it to your order today!

Classic Guacamole



Sensory Standard

Color:

Green, typical of the avocado with ingredients.

Flavor:

Typical fresh avocado with ingredients and a slight spicy and garlic note.

Odor:

Fresh, typical of avocado with notes of garlic.

Texture / Appearance:

Soft avocado with chunks.

Microbiological Standard

Factors	Parameters	Method
Staphylococcus aureus	≤10 CFU/g	AOAC 2003.07 / Petrifilm™
Listeria monocytogenes	Negative/25 g.	AOAC 061506 / AOAC 2016.08
Salmonella	Negative/25 g.	AOAC 061203 / AOAC 2016.01
E. Coli 0157:H7	Negative/25 g.	AOAC 111502 / AOAC 2017.01
Total plate count	≤ 25,000 CFU / g	AOAC 990.12 / Petrifilm™
Total Coliforms (UFC/g)	≤ 10 CFU / g	AOAC 990.14 / Petrifilm™
Yeast and Molds	≤ 10 CFU / g	AOAC 997.02 / Petrifilm™

Chemical & Physical Standard

Factors	Target
pH	5.3 – 5.7
Salt	0.8 – 1.2
Viscosity (cp)	35,000 - 70,000 ± 5000
Oil (%)	≥ 7
Chunky (%)	15-20
Foreign Materials	Peel: Max. 10 pieces (0.4-1.2 cm) / 500 g.
HPP Treated	6000 bar / 180s
Metal Detector	3.0 mm Fe, 3.25 mm NoFe and 4.5 mm Stainless

Code Date Format

Pouch Code	Cup Code	Case Code
CAP 812101		CAP LOT 812101
CAP 8 (Last digit of year) 121 (Julian day) 01 (Batch)	CLASSIC 812101	CAP LOT 8 (Last digit of year) 121 (Julian day) 01 (Batch)
BBD 05 01 2020	Classic 8 (Last digit of year) 121 (Julian day) 01 (Batch)	BBD 05 01 2020
BBD (Best Before Date) 05 01 2020 (MM/DD/YYYY)		BBD (Best Before Date) 05 01 2020 (MM/DD/YYYY)

Product Info

Item Description	Case Pack	GTIN	UPC	Case Dimensions	Ti / Hi	Carton / Pallet	Carton Cube
Classic Guacamole 1 Lb	12	00850002858105	850002858105	12.8 x 7.1 x 6.9	18 Ti / 9 Hi	162	0.39 ft3
Classic Guacamole 3 Lb	4	00850002858129	850002858129	10.21 x 7.7 x 7.3	18 Ti / 9 Hi	162	0.36 ft3
Classic Guacamole 2 oz Cups	80	00850002858433	850002858433	12 x 11.6 x 5.6	12 Ti / 12 Hi	144	0.45 ft3

Nutrition Info

Nutrition Facts	Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
	Total Fat 12g	15%	Total Carbohydrate 7g	3%
4 servings per container Serving size 100g	Saturated Fat 1.5g	8%	Dietary Fiber 2g	7%
	Trans Fat 0g		Total Sugars 0g	
Calories per serving 140	Cholesterol 0g	0%	Includes 0g Added Sugars	0%
	Sodium 390g	17%	Protein	
Vitamin D 0mcg 0% · Calcium 10mcg 0% · Iron 0.5mg 2% · Potassium 420mg 8%				

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: HASS AVOCADO, RED ONION, TOMATO, LIME JUICE, SERRANO PEPPER, CILANTRO, SEA SALT, GARLIC POWDER.

Chunky Avocado Pulp



Fresh Avenue's Chunky Avocado Pulp from GoVerden Fresh has notes of lime along with the familiar, creamy avocado flavor that we all know and love! With its smooth texture and just the right amount of chunks, this makes the perfect base for your avocado based items. It comes in a ready-to-use pouch in a size that fits your needs!

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- Amazing Taste & Texture
- Fresh, Never Frozen
- From Family growers in Mexico
- Vertically Integrated Groves & Facilities
- Easily Add to Your Produce Order
- In Stock at Fresh Avenue's Consolidation Facility

Ingredients: Hass Avocado, Lime Juice

Shelf Life

- 40 days minimum at Fresh Avenue Cooler
- 30 days minimum at first receiver (if delivered program)
- Ship and store at 34-38F
- 2-4 hours after opened by oxidation



GoVerden Fresh is Readily Available at our Consolidation Facility! Add it to your order today!

Chunky Avocado Pulp



Microbiological Standard

Factors	Parameters	Method
Staphylococcus aureus	≤10 CFU/g	AOAC 2003.07 / Petrifilm™
Lysteria monocytogenes	Negative/25 g.	AOAC 061506 / AOAC 2016.08
Salmonella	Negative/25 g.	AOAC 061203 / AOAC 2016.01
E. Coli 0157:H7	Negative/25 g.	AOAC 111502 / AOAC 2017.01
Total plate count	≤ 5,000 CFU / g	AOAC 990.12 / Petrifilm™
Total Coliforms (UFC/g)	≤ 10 CFU / g	AOAC 990.12 / Petrifilm™
Yeast and Molds	≤ 10 CFU / g	AOAC 997.02 / Petrifilm™

Chemical & Physical Standard

Factors	Target
pH	5.8 – 6.4
Viscosity (cp)	40,000 – 70,000
Oil (%)	≥ 11
Chunky (%)	15 - 20
Foreign Materials	Peel: Max. 5 pieces (0.4-1.2 cm) / 500 g.
HPP Treated	6000 bar / 180s
Metal Detector	3.0 mm Fe, 3.25mm NoFe and 4.5mm Stainless

Sensory Standard

Color:
Green, typical of fresh avocado.

Flavor:
Typical of fresh avocado with lime notes.

Odor:
Fresh, typical of avocado.

Texture / Appearance:
Soft avocado with chunks.

Pouch Code

CAP 812101

CAP 8 (Last digit of year) 121 (Julian day) 01 (Batch)

BBD 05 01 2020

BBD (Best Before Date) 05 01 2020 (MM/DD/YYYY)

Case Code

CAP LOT 812101

CAP LOT 8 (Last digit of year) 121 (Julian day) 01 (Batch)

BBD 05 01 2020

BBD (Best Before Date) 05 01 2020 (MM/DD/YYYY)

Item Description	Case Pack	GTIN	UPC	Case Dimensions	Ti / Hi	Carton / Pallet	Carton Cube
Chunky Avocado Pulp 1 Lb	12	00850002858303	850002858303	12.8 x 7.1 x 6.9	18 Ti / 9 Hi	162	0.39 ft3
Chunky Avocado Pulp 3 Lb	4	00850002858280	850002858280	10.21 x 7.7 x 7.3	18 Ti / 9 Hi	162	0.36 ft3

Nutrition Facts

Serving size (100g)

Calories per serving **200**

Amount/serving

% Daily Value*

Total Fat 17g **21%**

Saturated Fat 3.5g **17%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 0mg **0%**

Vitamin D 0mcg 0% • Calcium 0mg 0% • Iron 0m 0% • Potassium 570mg 12%

Amount/serving

% Daily Value*

Total Carbohydrate 10g **4%**

Dietary Fiber 7g **24%**

Total Sugars 0g

Includes 0g Added Sugars **0%**

Protein 3g

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: HASS AVOCADO, LIME JUICE.

Spicy Guacamole



Shelf Life

- 40 days minimum at Fresh Avenue Cooler
- 30 days minimum at first receiver (if delivered program)
- Ship and store at 34-38F
- 2-4 hours after opened by oxidation

Fresh Avenue's Spicy Guacamole from GoVerden Fresh brings a little spice With a light seasoning so you can add your own special touches for your signature guacamole, or serve as-is with its rich, creamy avocado flavor that we all know and love! It comes in a ready-to-use pouch in a size that fits your needs!

GoVerden Fresh:

- Amazing Taste & Texture
- Fresh, Never Frozen
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- Vertically Integrated Groves & Facilities
- Easily Add to Your Produce Order
- In Stock at Fresh Avenue's Consolidation Facility

Ingredients: Hass Avocado, Onion, Tomato, Serrano Pepper, Cilantro, Lime Juice, Salt



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Microbiological Standard

Factors	Parameters	Method
Staphylococcus aureus	≤10 CFU/g	AOAC 2003.07 / Petrifilm™
Lysteria monocytogenes	Negative/25 g.	AOAC 061506 / AOAC 2016.08
Salmonella	Negative/25 g.	AOAC 061203 / AOAC 2016.01
E. Coli 0157:H7	Negative/25 g.	AOAC 111502 / AOAC 2017.01
Total plate count	≤ 25,000 CFU / g	AOAC 990.12 / Petrifilm™
Total Coliforms (UFC/g)	≤ 10 CFU / g	AOAC 990.14 / Petrifilm™
Yeast and Molds	≤ 10 CFU / g	AOAC 997.02 / Petrifilm™

Chemical & Physical Standard

Factors	Target
pH	4.6 – 4.9
Salt (%)	0.7 – 0.9
Viscosity (cp)	40,000 – 70,000
Oil (%)	≥ 7
Chunky (%)	15 - 20
Foreign Materials	Peel: Max. 10 pieces (0.4-1.2 cm) / 500 g.
HPP Treated	6000 bar / 180s
Metal Detector	3.0 mm Fe, 3.25mm NoFe and 4.5mm Stainless

Sensory Standard

Color:
Green, typical of fresh avocado with ingredients.

Flavor:
Typical of fresh avocado with ingredients and a spicy note.

Odor:
Fresh, typical of avocado.

Texture / Appearance:
Soft avocado with chunks.

Pouch Code	Case Code
SPICY 812101	SPICY LOT 812101
SPICY 8 (Last digit of year) 121 (Julian day) 01 (Batch)	SPICY LOT 8 (Last digit of year) 121 (Julian day) 01 (Batch)
BBD 05 01 2020	BBD 05 01 2020
BBD (Best Before Date) 05 01 2020 (MM/DD/YYYY)	BBD (Best Before Date) 05 01 2020 (MM/DD/YYYY)

Item Description	Case Pack	GTIN	UPC	Case Dimensions	TI / HI	Carton / Pallet	Carton Cube
Spicy Guacamole 1 Lb	12	00850002858143	85000285143	12.8 x 7.1 x 6.9	18 Ti / 9 Hi	162	0.39 ft3

Nutrition Facts

Serving size (100g)

Calories per serving **150**

Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
Total Fat 11g	14%	Total Carbohydrate 10g	4%
Saturated Fat 2g	10%	Dietary Fiber 3g	11%
Trans Fat 0g		Total Sugars 0g	
Cholesterol 0mg	0%	Includes 0g Added Sugars	0%
Sodium 230mg	10%	Protein 2g	
Vitamin D 0mcg 0% • Calcium 10mg 0% • Iron 0.8mg 4% • Potassium 520 mg 12%			

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: HASS AVOCADO, ONION, TOMATO, SERRANO PEPPER, CILANTRO, LIME JUICE, SALT.

Item Description	Case Pack	GTIN	UPC	Case Dimensions	Ti / Hi	Carton / Pallet	Carton Cube	FOB Price Salinas / Yuma
Classic Guacamole 1 Lb	12	00850002858105	850002858105	12.8 x 7.1 x 6.9	18 Ti / 9 Hi	162	0.39 ft3	
Classic Guacamole 3 Lb	4	00850002858129	850002858129	10.21 x 7.7 x 7.3	18 Ti / 9 Hi	162	0.36 ft3	
Classic Guacamole 2 oz Cups	80	00850002858433	850002858433	12 x 11.6 x 5.6	12 Ti / 12 Hi	144	0.68 ft3	
Chunky Avocado Pulp 1 Lb	12	00850002858303	850002858303	12.8 x 7.1 x 6.9	18 Ti / 9 Hi	162	0.39 ft3	
Chunky Avocado Pulp 3 Lb	4	00850002858280	850002858280	10.21 x 7.7 x 7.3	18 Ti / 9 Hi	162	0.36 ft3	
Spicy Guacamole 1 Lb	12	00850002858143	85000285143	12.8 x 7.1 x 6.9	18 Ti / 9 Hi	162	0.39 ft3	



Also Available in Retail!

