

YUCATAN® AND CABO FRESH® LAUNCH THE GUACAMOLE CATEGORY'S FIRST PROTEIN GUACAMOLE, REACHING NEARLY 8,000 STORES

New single-serve cups and squeezable pouches deliver 5 grams of protein per 3-ounce serving without sacrificing the creamy texture and flavor consumers crave

DENVER, CO, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- Guacamole is getting a protein boost. [Insignia International](#), a privately held food company bringing bold new flavors to Hispanic and Southwestern cuisine, is launching what it believes is the category's first protein-enhanced guacamole. New products from [Yucatan](#) and Cabo Fresh deliver 5 grams of protein per 3-ounce serving without sacrificing the creamy texture and bold avocado flavor consumers love.

“After testing multiple protein sources and refining the formula, we developed a product that gives consumers added functionality in a familiar, convenient format.”

Shawn Funderburg, senior vice president of guacamole

The new products bring the growing demand for protein-rich foods to a category not traditionally associated with protein. Yucatan Protein Guacamole and Cabo Fresh Protein Singles and Protein Squeeze are available in single-serve cups and squeezable pouches. The products are rolling out at Kroger, Target, Publix and Albertsons, beginning in the Portland market. Insignia expects distribution to reach nearly 8,000 stores across more than 30 states by the end of 2026.

“Consumers are looking for protein apart from bars and shakes, but they don't want to give up the foods and flavors they already enjoy,” said Shawn Funderburg, senior vice president of guacamole at Insignia International. “Our challenge was to add an adequate amount of protein without creating a gritty texture or changing the avocado flavor. After testing multiple protein sources and refining the formula, we developed a product that gives consumers added functionality in a familiar, convenient format.”

According to the International Food Information Council's 2025 Food & Health Survey, 70% of Americans said they were trying to consume protein, up from 59% in 2022. A high-protein diet

was the most commonly followed eating pattern for the third consecutive year, while “good source of protein” ranked as the top characteristic respondents used to define a healthy food.

Traditional guacamole typically contains 1 gram of protein or less per ounce, according to Insignia’s review of products in the category. Yucatan Protein Guacamole delivers about 1.7 grams per ounce and 5 grams per 3-ounce cup. The added protein comes from fermentation-derived yeast protein that blends into the guacamole without changing its creamy texture or avocado flavor.

Yucatan and Cabo Fresh give Insignia established distribution across multiple refrigerated departments. Yucatan, a guacamole brand with more than 30 years in the market, has achieved the number one guacamole position at Publix, holds a strong presence across major retailers nationwide, and is primarily sold in grocery deli departments. Cabo Fresh, on the market for more than 25 years, is generally merchandised in produce and dairy sections. The new protein products deliver this innovation to both ends of the store.

In addition to Kroger, Target, Publix and Albertsons, the products will roll out at Stop & Shop, Hy-Vee, Shaw’s, Raley’s, Smart & Final and other retailers over the next 30 days, followed by Giant Food in December. Kroger and Target are carrying the products nationally, while other retailers are introducing them regionally.

Protein Squeeze products have a suggested retail price of \$6.99 to \$8.99, while Protein 3-Pack Cups are priced from \$5.99 to \$7.99. Prices vary by retailer.

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About Insignia International

Insignia International is a privately held, diversified food company forging the new frontier of flavor in Hispanic and Southwestern cuisine. With leadership positions in Hatch Valley green chile, salsas, fresh dips, tortillas, tortilla chips, and frozen Mexican handhelds, Insignia is known for bold, authentic brands that reach millions of consumers each year across retail, club, and foodservice channels. Its growing portfolio includes 505 Southwestern®, the largest jarred green chile brand in the U.S.; Yucatan® Guacamole, a category leader in fresh squeezable guacamole in



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the U.S. and Canada; La Tortilla Factory®, one of the nation's largest health-forward tortilla brands; and Lilly B's®, TJ Farms®, and Hatch Kitchen®, recognized names in frozen snacks, burritos, and quesadillas. Insignia also owns Young Guns®, a leading foodservice brand for Hatch Valley green chile.

In addition to its branded business, Insignia is a trusted partner to retailers and food companies through its private label, brokerage, and logistics solutions, including freight and warehousing. The company is headquartered in Denver, Colorado, with operations and offices in New Mexico, California, Idaho, Minnesota, Kansas, and Mexico. Insignia International is the result of a buy-and-build strategy led by CREO Capital Partners, a Miami-based private equity firm focused on food and food logistics investments.

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