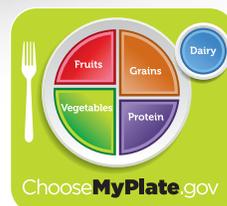


# CELEBRATE THE GOODNESS IN AVOCADOS ALL-YEAR

SUPERMARKET DIETITIAN PROMOTIONAL CALENDAR



[Trade.AvocadosFromMexico.com](http://Trade.AvocadosFromMexico.com)



Available year-round, Avocados From Mexico wants your customers to enjoy the goodness of avocados during every season. We encourage dietitians to connect with their produce manager to coordinate seasonal promotions available from Avocados From Mexico that include merchandising display materials, coupon tear pads, consumer sweepstakes, display contests, digital and social media support and more.

We support supermarket dietitians and want to help you in all of the following ways:

- Nutrition newsletters
- Demo sampling in-store
- Media outreach & videos
- Community health programs
- Social media & digital outreach

Learn more about our nutrition e-newsletter and other resources by joining our mailing list! See back to learn how.



## SUGGESTED HEALTH & WELLNESS TIE-IN

MONTH	HOLIDAYS, FOOD & HEALTH OBSERVANCES	AVOCADO RECIPE SUGGESTIONS
<b>January</b>	New Year's Day	Individual 7-Layer Dip Cups Pre-portioned snacks are a great way to enjoy watching sports or a quick afternoon pick-me-up.
<b>February</b>	The Big Game American Heart Month Valentine's Day (Feb. 14th)	Seafood and Avocados are a great combination to add good fats to your diet.
<b>March</b>	National Nutrition Month St. Patrick's Day (March 17th) Spring Begins (March 20th)	Make your own avocado-inspired "Shamrock Shake" or green smoothie.
<b>April</b>	Easter Earth Day (April 22nd)	Avocado Deviled Eggs are a great way to enjoy holiday eggs.
<b>May</b>	Mediterranean Food Month Cinco de Mayo (May 5th) Mother's Day Memorial Day	Celebrate Cinco with a variety of authentic Mexican recipes. Start your day right by adding your favorite toppings.

Visit [AvocadosFromMexico.com](http://AvocadosFromMexico.com) for more nutrition information and recipe ideas.

# SUGGESTED HEALTH & WELLNESS TIE-IN

MONTH	HOLIDAYS, FOOD & HEALTH OBSERVANCES	AVOCADO RECIPE SUGGESTIONS	
June	Men's Health Month Father's Day First Day of Summer	Grilled Avocados	
July	Picnic Month Independence Day (July 4th)	Tomato, Mozzarella & Avocado Salad	
August	Back to School Month Kids Eat Right Month	Mexican Sushi Have fun with a variety of flavored tortillas stuffed with wholesome ingredients.	
September	National Family Meals Month™ Breakfast Month Cholesterol Education Month Fruits & Veggies More Matters Month Labor Day	Avocado Toast	
October	Breast Cancer Awareness Month Spanish Heritage Month Celiac Awareness Month Taco Day (Oct. 4th) Halloween (Oct. 31st) Football and Tailgating Season	Spooky Guacamole	
November	American Diabetes Month Veterans Day (Nov. 11th) Thanksgiving Day (Nov. 23rd)	Edible Avocado "Bowls" stuffed with your favorite ingredients (shrimp, chicken salad, egg salad or au naturel).	
December	Christmas Day (Dec. 25th) New Year's Eve (Dec. 31st)	Dark Chocolate Avocado Brownies use avocados in place of butter or oil in holiday baking recipes!	

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Hola  
SUPERFOOD

# WHY CHOOSE AVOCADOS FROM MEXICO?

There are many reasons to love Avocados From Mexico and we are here to tell you why. The spirit of Avocados From Mexico can be encompassed in one word, Mexicanity. It represents our authentic heritage in a way that nothing else can. AFM reflects that positive, fun and vibrant feeling that avocado lovers enjoy. We want the world to know that our avocados are made with that heritage and the utmost attention to detail in mind, from their humble beginnings as seedlings to their maturity as the plump, delicious, creamy fruits you know and love.

Avocados originated in Mexico and in the rich, fertile volcanic soil of Michoacán, avocados grow year-round as they've done for more than 10,000 years. With the area's abundant sunshine and ideal rainfall, Michoacán is the perfect microclimate for producing rich, creamy avocados that are always delicious. In the state of Michoacán, you can find a blooming season that lasts the entire year, making it the only place on earth where avocados are always available.

## MAKE AVOCADOS PART OF YOUR HEALTHY DIET DO THE AVOCADO SWAP!

Enjoy creamy, delicious and nutritious Avocados From Mexico at every meal!

- ✓ Use as a cholesterol-free spread or baking ingredient
- ✓ As a topping on sandwiches and burgers
- ✓ Make creamy tuna, chicken, egg or potato salad



## Join our mailing list!

Sign up to receive our nutrition e-newsletter and bi-monthly recipe suggestions from Avocados From Mexico's Registered Dietitian, Barbara Ruhs, MS, RDN.

To sign up, contact Barbara at:  
[Barb@AvocadosFromMexico.com](mailto:Barb@AvocadosFromMexico.com)

Find great recipes at  
[AvocadosFromMexico.com](http://AvocadosFromMexico.com)

