

# MEAL KITS & CUSTOMERS ON-THE-GO

## THINK INSIDE THE GUAC: MAKE YOUR OWN GUACAMOLE!

THE POPULARITY OF SUBSCRIPTION-BASED MEAL KIT DELIVERY PROGRAMS HAS CREATED AN EXCITING NEW **AVOPPORTUNITY** TO PROMOTE THE CONVENIENCE OF HEALTHY EATING. USE THIS OPPORTUNITY TO GET CUSTOMERS ON-THE-GO EXCITED ABOUT AVOCADOS!

Work with your store manager, merchandising manager and produce manager, to offer affordable and healthy avocado-inspired grab-and-go kits.

Create signage in-stores to guide customers to find your meal & snack kits, and provide compelling and simple nutrition messages that help shoppers bring healthy eating home.



**DID YOU KNOW?** Sales of guacamole in stores with a guac program outperform, on average, stores without a guac program.<sup>1</sup>

<sup>1</sup>. Midwest retailer point-of-sale data, January 20, 2017 to October, 5, 2017.

### GUACAMOLE SNACK KIT SERVES 4

- 2 Avocados From Mexico
- 1 lime
- 1 small onion
- 1 tomato (or small can of diced tomatoes)
- 1 jalapeño pepper (or hot sauce)
- small bunch of cilantro
- Mexican spices or seasonings (as desired)

### \$5 LUNCH BOWL EDIBLE AVOCADO BOWLS WORK WITH YOUR DELI MANAGER TO OFFER PACKAGED PREPARED SALADS TO-GO

- Fresh Avocados From Mexico
- Canned tuna
- Canned chicken
- Prepared chicken salad (deli)
- Prepared tuna salad (deli)
- Prepared egg salad (deli)

### AVOCADO TOAST KIT SERVES 2

- 1-2 Avocados From Mexico
- 1 small artisan bread rolls (work with your bakery department)

Optional toppings to co-merchandise

- chopped tomatoes
- fresh mango slices
- fresh berries
- coconut flakes
- mini seasonings (example: Tabasco® Sauce)

