

CHIP INTO SMARTER SNACKING.

WORTH EVERY BITE.



PURE DELICIOUSNESS
SIMPLY

SHOPPER SNACKING INSIGHTS THE AVOPPORTUNITY

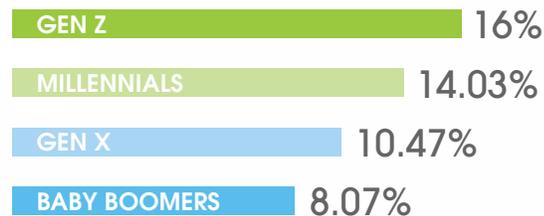
This NEW snacking kit is designed for Retail Dietitians to build excitement about providing smarter, **delicious and convenient snacking options** that shoppers are seeking. Nearly 90% of adults snack daily and are increasingly seeking fresh options¹ to include in their daily routine, with nearly half of consumers snacking 3 or more times throughout the day². Chips and avocados are two items that are typically purchased³ together and offer retailers an incremental sales opportunity to grow snack sales by promoting the two together. Retail Dietitians can help educate shoppers on how to pair these foods together to maximize nutrition.

WE'VE TAPPED INTO THE LATEST SNACKING TRENDS TO SHARE OUR TOP INSIGHTS

CHANGING CONSUMER SNACK & MEAL PATTERNS

Snacks are taking the place of traditional “sit down” meals with an increase in snacking during mealtimes over the past 6 years. Breakfast is currently the most commonly replaced meal and there's been a 50% increase in the number of people who say they do this⁴.

Average percent of each generation that is replacing a meal with a snack. ▶



Global Consumer Trends Survey 2017



SNACKS THAT INCORPORATE PRODUCE ARE DRIVING GROWTH

- ▶ **50%** of consumers want to integrate produce more into their snacking routines⁵.
- ▶ Nearly **six in 10 consumers (59%)** look to increase their fresh produce consumption by integrating more fruit and vegetables into snacking. The mid-afternoon snacking occasion is the timeframe when most consumers desire to add more fresh produce⁶.

1. Mintel, 2018 <https://www.mintel.com/blog/food-market-news/fresh-snacking-is-on-the-rise> 2. IRI, 2019 https://www.iriworldwide.com/IRI/media/Library/webinar/IRI-How-America-Eats_2019-State-of-Snack-Industry.pdf 3. Hass Avocado Board (2019) Millennial Avocado Market Basket Study; <https://hassavocadoboard.com/happenings/millennial-avocado-market-basket-study/> 4. Global Consumer Trends Survey 2011 n:15, 933; 2017 n:28; 466 5. Food Marketing Institute, 2019 The Power of Produce. https://www.fmi.org/forms/uploadFiles/56E0FD0000005F.toc.Power_of_Produce_Top_10_findings_2019_FINAL.pdf, March 21, 2019. 6. Food Marketing Institute, 2020 The Power of Produce.



RETAIL DIETITIAN TIPS FOR SUCCESS



One of the biggest barriers to better eating is lack of time¹. As consumers devote less time to meal occasions, snacking is on the rise. Shoppers are seeking smarter options that are easy to prepare, and are convenient and portable². Offering food samples that help meet dietary recommendations can lead to the increased purchase of smarter choices during the shopping trip³.

Retailers can maximize the opportunity to increase sales, by supporting in-store Retail Dietitians that directly engage with shoppers. Using their expertise to provide nutrition education tailored to targeted shopper populations along with recipe demonstrations and food sampling can have a powerful impact on shopper behavior. Merchandising displays and signage also improve the effectiveness of Retail Dietitian promotions.

SNACKING THEME	ENGAGE SHOPPERS	NUTRITION EDUCATION
<p>SNACK-ERTAINING</p>	<ul style="list-style-type: none"> • Hosting a dietitian's recipe demonstration and sampling a delicious recipe is a great way to inspire shoppers to make better snacking choices • Our Edamame Guacamole is the perfect recipe for entertaining. This easy-to-prepare, no-cook recipe uses less than 10 ingredients • TIP: Set up a display next to your demo with Simply TOSTITOS® Organic Blue Corn Tortilla Chips and fresh Avocados From Mexico 	<ul style="list-style-type: none"> • Dietitians can empower shoppers by providing portion management strategies to maximize the benefits of snacks • Use visual cues, such as individual serving cups (or containers) to demonstrate sensible portions • TIP: Games and quizzes are fun ways to get shoppers to learn about nutrition. Try our "Guacamole Bingo" as another strategy to educate your shoppers about nutrition
 <p>ON-THE-GO SNACKING</p>	<ul style="list-style-type: none"> • Grab shoppers' attention by showcasing the versatility of Avocados From Mexico as a sweet treat • Excite shoppers to try Strawberry Avocado Salsa with Cinnamon Tortilla Chips. This colorful recipe pairs fresh produce with Simply TOSTITOS® Organic Blue Corn Tortilla Chips • TIP: Create a rainbow with your display by showcasing the ingredients in this recipe 	<ul style="list-style-type: none"> • Snacks are a great opportunity to fill nutrition gaps throughout the day. Dietitians' can provide simple strategies to inspire shoppers to meet the Dietary Guidelines recommended intake for fruits and vegetables, while enjoying satisfying snacks as part of their daily routine • TIP: Visual cues are powerful. MyPlate recommends filling "half the plate" with fruits and vegetables to improve dietary intake. "Eat a Rainbow" is another visual cue to help shoppers with sensible snacking choices

1. Mintel. Better For You Eating Trends Report. Published November 2019. 2. Easy eats: Shifting consumer eating habits drive NPD in snacking and quick meals. Food Ingredients. <https://www.foodingredientsfirst.com/news/Easy-eats-Shifting-consumer-eating-habits-drive-NPD-in-snacking-and-quick-meals.html>. December 18, 2019. 3. Castro IA, Majmundar A, Williams CB, Baquero B. Customer Purchase Intentions and Choice in Food Retail Environments: A Scoping Review. Int J Environ Res Public Health. 2018;15(11):2493. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6266052/>. Published 2018 Nov 8.

DIETITIAN'S CHIP CHAT SNACKING STRATEGIES

Snacking is an opportunity to incorporate a variety of food groups, such as fruits and vegetables. Mindful snacking can help you avoid common on-the-go eating pitfalls and will help fuel shoppers of all ages.

PRE-PORTION YOUR SNACKS



It's easy to overeat when you're distracted, such as at your desk while working or snacking during your commute. Pre-portioning snacks is an effective way to avoid overeating. Studies show that using pre-portioned foods helps limit energy intake and promotes weight loss¹. Re-usable containers can make snacking convenient and fun, while helping you pre-portion snacks. Having snacks on hand can help you avoid hunger that can lead to making poor dietary choices.

PAIR SNACKS WITH PRODUCE



Nearly everyone can benefit by increasing the intake of fruits and vegetables. Take stock of your typical eating routine, and plan snacks that include fresh produce such as **Avocados From Mexico** to maximize your daily intake. Pairing fresh produce with other familiar and well-liked foods, can help to enhance the intake of fresh fruits and vegetables. Pairing tortilla chips with avocado dips and other recipes that have the potential to increase fruits and vegetables is a smart strategy to get the most nutritional mileage out of your snacks².

SHOPPABLE RECIPE



4g protein & 7g fiber
per serving

STRAWBERRY AVOCADO SALSA WITH CINNAMON TORTILLA CHIPS

- Avocados From Mexico
- Simply TOSTITOS® Organic Blue Corn Tortilla Chips
- Strawberries
- Basil
- Lime
- Balsamic vinegar glaze
- Cooking spray
- Granulated sugar
- Ground cinnamon



1. Rolls, B.J., Roe, L.S., James, B.L., Sanches, C.E. Does the incorporation of portion-control strategies in a behavioral program improve weight loss in a one-year randomized controlled trial? *Int J Obes*. 2017 March; 41(3): 434-442. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5340595/pdf/nihms830048.pdf>
2. Holley, C.E., Farrow, C., Haycraft, E. A systematic Review of Methods for Increasing Vegetable Consumption in Early Childhood. *Curr Nutr Rep*. 2017; 6(2):157-170. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5438436/>

SNACK BETTER SENSIBLE PAIRINGS

The Dietary Guidelines recommend men and women consume 2 cup-equivalents of fruit and 2 ½ cup-equivalents of vegetables per day. Tortilla chips* can be a vehicle to help increase the intake of fruits and vegetables. Serving chips with guacamole, salsa and dips made with fresh produce is a sensible way to do this.

CHIPS AS A VEHICLE



6 Simply TOSTITOS® Organic Blue Corn Tortilla Chips + Bean and Avocado Dip made with ½ cup beans = ½ CUP EQUIVALENT OF VEGETABLE



6 Simply TOSTITOS® Organic Blue Corn Tortilla Chips + Avocado Vegetable Ceviche made with ¼ cup tomato + ¼ cup cucumber + radish = ½ CUP EQUIVALENT OF VEGETABLE



6 Simply TOSTITOS® Organic Blue Corn Tortilla Chips + Strawberry Avocado Salsa made with ½ cup strawberries = ½ CUP EQUIVALENT OF FRUIT

THE POWER OF SIMPLICITY

According to the 2019 IFIC Food Labeling Survey, nearly half of consumers refer to the ingredient statement when assessing whether a product contains ingredients they are looking for. **Simply TOSTITOS® Organic Blue Corn Tortilla Chips** are made with **3 simple ingredients - organic blue corn, organic expeller pressed sunflower oil and sea salt.**

AN ORIGINAL “PLANT FOOD”

As plant-based eating has become a mainstream movement in the U.S. with retail sales of plant-based foods significantly outpacing overall grocery sales in the past year¹, we’re on a mission to help shoppers improve their overall intake of fruits and vegetables.

Avocados From Mexico are one of nature’s most versatile and delicious plant foods that count towards fruit and vegetable intake. **Avocados are a heart healthy, nutrient dense fruit that provides nearly 20 vitamins, minerals and plant nutrients.** Healthy avocados contribute good fats to the diet that can act as a “nutrient booster” by helping the body to better absorb fat-soluble nutrients from foods that are eaten with the fruit. They’re the perfect complement to any meal or snack!

DID YOU KNOW?

- ▶ Only 1 in 10 adults meet the federal fruit and vegetable recommendations².
- ▶ More than half of Americans (51%) choose to bring chips to backyard barbeques, cookouts and picnics over any other type of snack during summertime gatherings³.
- ▶ One in four (28%) Americans choose to bring snacks that incorporate fruit, vegetable or legumes (beans) to share with family³.

Avocados From Mexico

Nutrition Facts:

1 serving =
1/3 avocado
(50g)

- ▶ 80 calories
- ▶ 8g fat
- ▶ 6g of unsaturated “good fats”
- ▶ 4g Total carbohydrate
- ▶ 3g fiber (11% Daily Value)
- ▶ 0mg sodium
- ▶ 0g sugar
- ▶ 1g protein



Simply TOSTITOS® Organic Blue Corn Tortilla Chips

Nutrition Facts:

1 serving = about
6 chips (28g/1oz)

- ▶ 140 calories
- ▶ 6g fat
- ▶ Polyunsaturated Fats: 2g
- ▶ Monounsaturated Fats: 3g
- ▶ 19g Total carbohydrate
- ▶ 1g fiber (5% Daily Value)
- ▶ 80mg sodium
- ▶ 0g sugar
- ▶ 2g protein

While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk. *No serving of fruit comes from tortilla chips.
1. Waitrous, M. Trend of the Year: Plant-Based Foods. Food Business News. <https://www.foodbusinessnews.net/articles/15105-trend-of-the-year-plant-based-foods>. December 27, 2019.
2. U.S. Department of Health & Human Services, Centers For Disease Control and Prevention. Only 1 in 10 Adults Get Enough Fruits and Vegetables. Published Nov. 16, 2017.
3. Frito-Lay North America. When the Sun is Back, It's Time to Pack the Snacks: Frito-Lay Reveals It's Next U.S. Snack Index Just In Time For Summer. <https://www.pepsico.com/news/press-release/when-the-sun-is-back-its-time-to-pack-the-snacks-frito-lay-reveals-its-next-us-s05222019>. May 22, 2019.

ENGAGE SHOPPERS ONLINE SOCIAL MEDIA



Social media is a great way to connect with your shoppers. We want to help you share avocado tips, recipes and more! Below are some sample posts and graphics that are available for download at MyAvoNutrition.com.

INSTRUCTIONS FOR SOCIAL POSTS

DOWNLOAD: Get our social media assets at MyAvoNutrition.com.

TAG US: Please include the appropriate AFM or Frito-Lay® social media handle (@AvocadosFromMexico or @AvosFromMexico, and @FritoLay) when posting so that we can follow your retailer and possibly re-post to our millions of followers too!

#HASHTAGS: Always include the hashtag #Sponsored and others provided to help shoppers find targeted content on #MyAvoNutrition, #Dietitian, #RDN, #RDchat, etc.

HERE ARE SOME SAMPLE POSTS TO GET YOU STARTED



DID YOU KNOW? SNACK FACTS

- DYK? Today, 60% of Americans prefer to eat many small meals throughout the day, vs. a few large meals. It's time for guac and chips @AvosFromMexico @FritoLay #MyAvoNutrition #Sponsored
- DYK? Helping shoppers make better food choices may be as simple as promoting more colorful dishes. Try this recipe for Strawberry Avocado Salsa @AvosFromMexico with blue corn chips and cinnamon @FritoLay. #MyAvoNutrition #Sponsored
- DYK? There are only three ingredients in Simply TOSTITOS® Organic Blue Corn Tortilla Chips. It's just organic blue corn, organic expeller pressed sunflower oil and sea salt. Pair with guac or use as an ingredient in this delicious edamame based guac recipe. @FritoLay @AvosFromMexico #MyAvoNutrition #Sponsored



BETTER SNACKING

- Pre-portioning snacks is a simple strategy recommended by #Dietitians for on-the-go fuel and portion control. One serving of @AvosFromMexico is one-third of an avocado. A serving of @FritoLay is 6 chips (or 1oz). #MyAvoNutrition #Sponsored
- The #Dietitian recommends pairing Simply TOSTITOS® Organic Blue Corn Tortilla Chips w/ Avocados From Mexico as a way to provide positive nutrition to snacking. @FritoLay @AvosFromMexico #GoodFats #MyAvoNutrition #Sponsored
- Avoiding gluten can be a challenge. Fortunately, @Fritolay has a variety of gluten-free products. Visit FritoLay.com/NutritionFacts for the most up-to-date product list. @AvosFromMexico are naturally #GlutenFree #MyAvoNutrition #Sponsored
- For a fun twist on traditional ceviche make it with silky tofu, creamy avocado, lime juice, etc. and serve with Simply TOSTITOS® Organic Blue Corn Tortilla Chips. Get the recipe here: MyAvoNutrition.com @FritoLay @AvosFromMexico #MyAvoNutrition #Sponsored



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