



# THE GOOD GUIDE:

*Gaining The  
Avocado Advantage*



*Insights, Strategies & Tools  
to Boost Your Business*

[AvocadosFromMexico.com/Shopper](https://AvocadosFromMexico.com/Shopper)



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# WE ARE FAR MORE THAN A PRODUCE BRAND.

We are **innovation-driven, demand-boosting avocado advocates**. We are a seasoned group of marketers based out of Irving, Texas; and since 2013 our team has collaborated to build equity and drive demand for fresh avocados in the U.S.

We are known for **crossing channels, breaking through** and **evolving beyond the industry**. We're ready and willing to satisfy the over two billion pounds of avocados this country craves annually.

**AND WE'RE HERE,**  
*to help you get your slice.*







## *Meeting the* **AVOCADO DEMAND**

Shoppers love Avocados From Mexico (AFM) because they're always good and always in season. At AFM, we understand that having access to year-round fruit, like the Mexican Hass avocado, is vital to everyone. It's why we created this guide to supply you with in-depth knowledge about our unique fruit, **the only avocados available 365 days a year!**

**Avocados**  
From  
**Mexico™**  
▲▲▲▲▲▲▲▲▲▲  
**ALWAYS GOOD**



## INTRODUCTION

Avocados can arrive from an orchard in Mexico to a U.S. grocery store shelf in 3-6 days.



# Avocado Capital of the World: MICHOCÁN

Mexico is the birthplace of the avocado tree, and nearly **80% of the U.S. avocado production** comes from the state of Michoacán. The **rich volcanic soil, abundant sunshine and timely rainfall** provide the perfect microclimate for producing great tasting, creamy avocados that are always in season.



**OVER 30,000**  
**ORCHARDS**



**3 BILLION LBS.**  
**PRODUCED IN MEXICO**  
**ANNUALLY**



**4 BLOOM CYCLES**  
**PER YEAR**



**AVOCADOS 365 DAYS**  
**A YEAR**



## *Mexico is the only country of origin with year-round availability!*

Mexico is distinctive due to its rich geography and offers many natural wonders. The country is, and always will be, exceptionally proud of its diversity, culture and history. Following world-class industry standards, we clean and disinfect our equipment regularly and test the fruit down to the oil content, to ensure that only the creamiest avocados make it to market.

### TOP SELLING AVOCADO IN THE U.S.<sup>1</sup>

- ▶ Leading supplier to U.S. market
- ▶ Over 2 billion lbs. imported to the U.S. in the latest 52 weeks<sup>1</sup>
- ▶ 84% market share<sup>2</sup>

1. Hass Avocado Board, "Volume Data 2020 & 2021", 2020 & 2021.

2. HAB Avocado Board shipment actual arrival volume share from 1/4/15 to 9/5/21.



To ensure **the highest quality**, each avocado can be traced back to its orchard and harvest time.



Each avocado is carefully **harvested by hand** at the perfect moment of maturity.

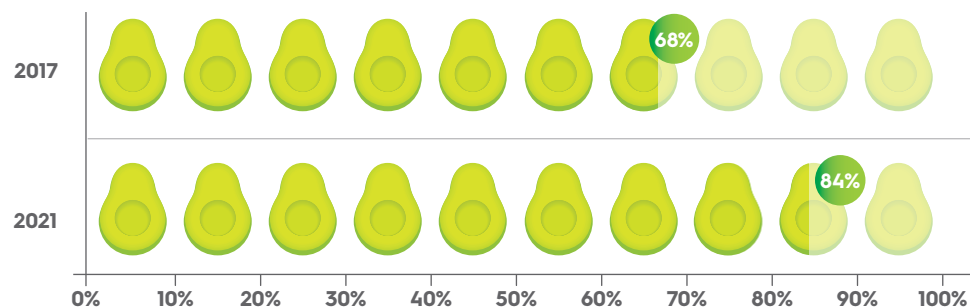


## Avocados are GAINING GROUND IN THE U.S.

### Demand is growing and so are we

There's no doubt. Americans love their avocados. With **84% of market share**, the category is up 16% over the past 4 years.<sup>1</sup> In fact, **the U.S. is the #1 importer of avocados** in the world<sup>2</sup> and **the #2 country for avocado consumption.**<sup>2</sup> With your help, we intend to make it #1.

### Total U.S. Avocado Market Share from 2017 to 2021<sup>1</sup>



*16% increase in just 4 years!*



### GROWING STRONG

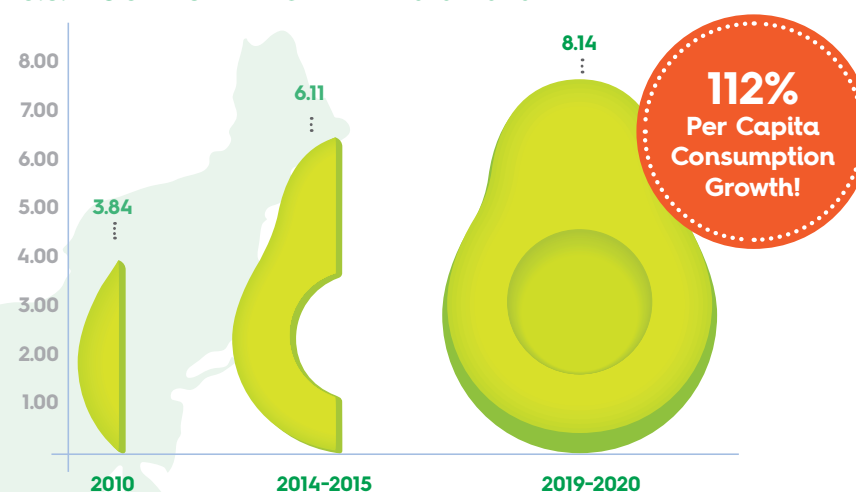
AVOCADOS ARE #2 IN  
GROWTH IN THE U.S.  
PRODUCE CATEGORY.<sup>3</sup>

Sources: 1. Hass Avocado Board shipment actual arrival volume share from 1/4/15 to 9/5/21. 2. Hass Avocado Board, 2021. 3. Nielsen xAOC Calendar Year 2021 weeks ending 8/14/2021. Categories not included in the ranking: Herbs & Spices & Seasonings, dressings, baking related, salad toppings, dried fruit or veggies, condiments, and nuts.



*Americans love their avocados.*  
**IN THE LAST DECADE,  
 AMERICANS DOUBLED  
 AVOCADO CONSUMPTION  
 PER PERSON TO ALMOST  
 EIGHT POUNDS PER YEAR!**

U.S. POUNDS PER CAPITA 2010-2020<sup>4</sup>



### FOUND IN MOST HOMES

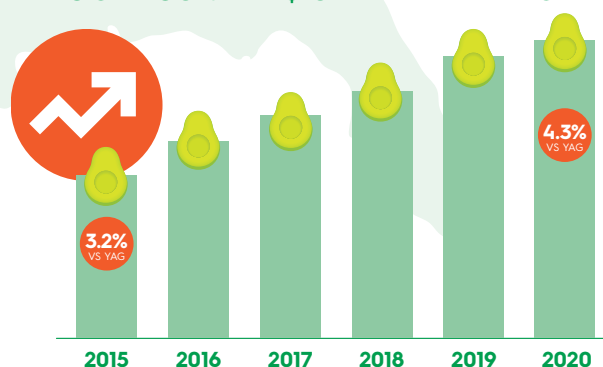
Avocados have reached **70.8%** household penetration in the total U.S.<sup>5</sup>



### NO SIGNS OF STOPPING

Avocados have had **continued growth over the last four years**,<sup>6</sup> one of only two in the produce category to do so.<sup>7</sup>

### AVOCADOS 6-YR \$ SHARE RANKING





*Get to Know* 

## YOUR AVOCADO SHOPPER

**Let's take a closer look at who they are**

Mexico's ideal climate for growing avocados allows us to **produce over 84% of the U.S. supply**.<sup>1</sup> As the industry leader, Avocados From Mexico has gained unique insights on who our shopper is and how to help retailers grow demand in their stores.

AFM PRODUCES  
**OVER 84%**  
OF THE U.S. SUPPLY<sup>1</sup>

71% of all  
US households  
**BUY 11X**  
AVOCADOS  
PER YEAR



**SPEND \$34.57**  
annually and  
**\$3.24 per avocado**  
shopping trip<sup>2</sup>

1. Hass Avocado Board shipment actual arrival volume share from 1/4/2015 thru 9/5/2021  
2. Numerator week ending 08/24/2020 to 08/22/2021



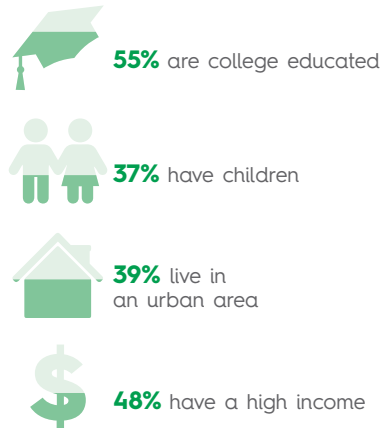
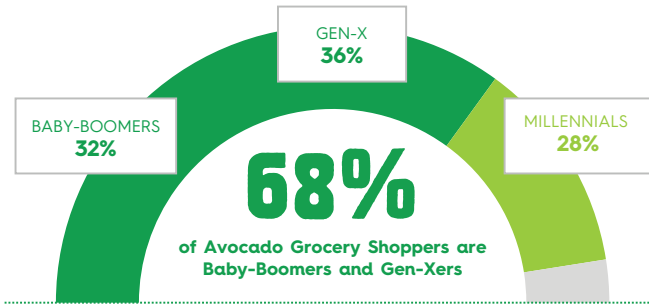




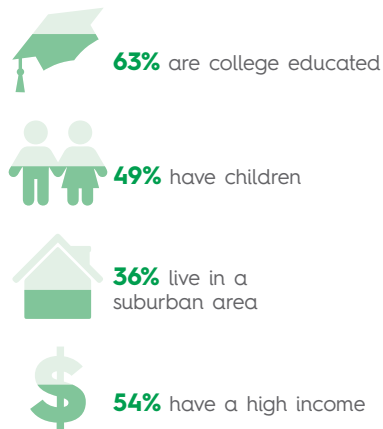
# CATEGORY AND SHOPPER INSIGHTS

## Know WHO THEY ARE

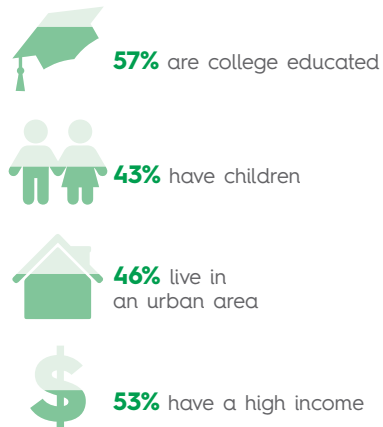
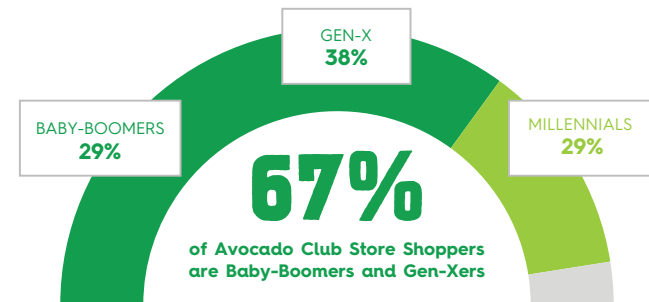
### GROCERY CHANNEL



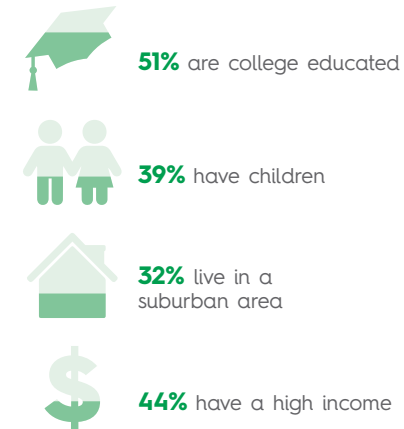
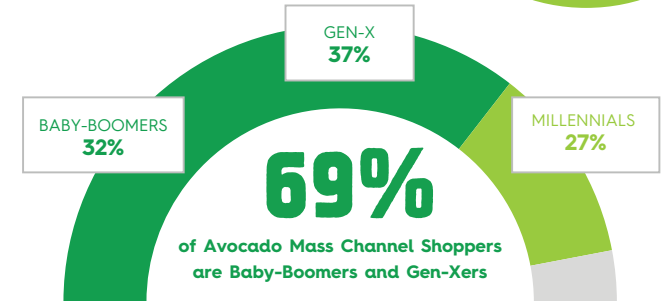
### E-COMMERCE



### CLUB STORES



### MASS CHANNEL



## CREATE AN AVOCADO DESTINATION



Separate fruit into **now-and-later** sections, or use a **ripe-and-ready** sticker to call out riper fruit. It'll make individual avocado selection easier for smaller Baby-Boomer households and working Millennials with little time to cook.

Source: Numerator week ending 8/24/20 to week ending 8/22/21



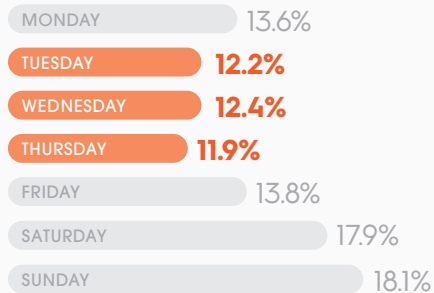
## Know WHEN THEY BUY



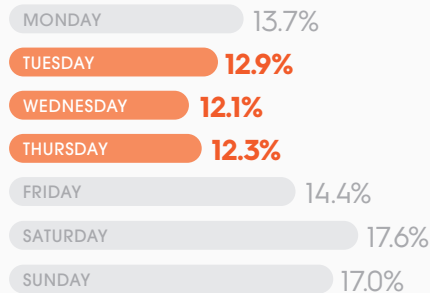
Avocado shoppers purchase largely on the weekend; however, **Tuesday through Thursday** are opportunities to drive higher share of wallet due to more frequent trips made throughout the year by including avocado weekday sales events.



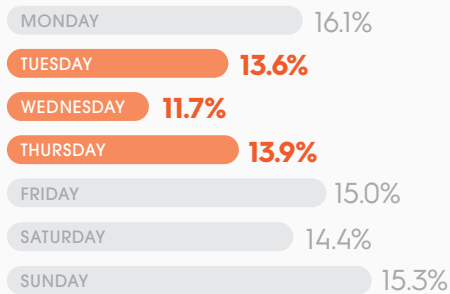
### GROCERY CHANNEL



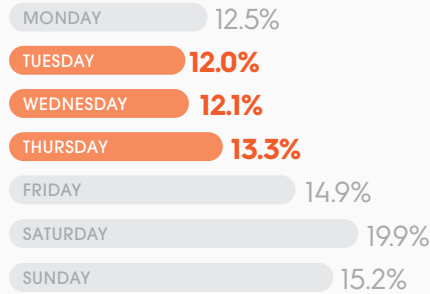
### MASS CHANNEL



### E-COMM



### CLUB STORES



## PROMOTE AT THE RIGHT TIMES

Capitalize on mid-week occasions like Taco Tuesday to drive sales and boost basket rings.



Contact your Regional Directors to learn more

## Know HOW MUCH THEY SPEND



### GROCERY CHANNEL

8/4/20 to 8/22/21

Average spend  
with avocados



The average grocery  
basket **\$34.29**  
without avocados.

### MASS CHANNEL

8/4/20 to 8/22/21

Average spend  
with avocados



The average grocery  
basket **\$44.49**  
without avocados.

### E-COMMERCE

8/4/20 to 8/22/21

Average spend  
with avocados



The average grocery  
basket **\$39.27**  
without avocados.

### CLUB STORES

8/4/20 to 8/22/21

Average spend  
with avocados



The average grocery  
basket **\$85.51**  
without avocados.

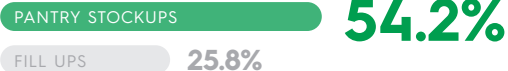


## PANTRY STOCK UPS

The majority of avocado shopping trips are for pantry stock ups (21+ items in a trip) and a smaller portion are for fill ups (11-20 items). Here's the breakdown per channel:

### GROCERY CHANNEL

54.2% of grocery avocado shopping trips are for pantry stock ups, while fill up trips are growing at 25.8%



### E-COMMERCE

74.4% of e-commerce avocado shopping trips are for pantry stock ups, while fill up trips are growing at 19.6%



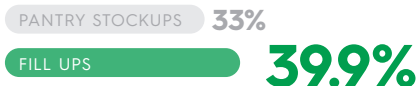
### MASS CHANNEL

59.4% of mass avocado shopping trips are for pantry stock ups, while fill up trips are growing at 24.7%



### CLUB STORES

33% of club store avocado shopping trips are for pantry stock ups, with fill up trips at 39.9%



## GIVE THEM SOLUTIONS

Increasingly shoppers appreciate conveniences like bagged avocados, so create a merchandising solution for them with a secondary display like an avo-bag rack.



**83%**  
bulk volume share

Source: Nielsen Total US xAOC - 52 Weeks ending 8/14/21

Source: Numerator week ending 8/24/20 to week ending 8/22/21



### MULTIPLE DISPLAYS DRIVE SALES!

Make sure your secondary avocado displays are strategically placed around your store.



**74%**

of shoppers would buy more avocados if they saw more displays\*

These year-round Farmers Market displays are a perfect way to inspire shoppers to buy fresh avocados!

\*Source: AFM Shopper Mindset Study, 2016.







# Mastering THE MARKET

## Essential Insights Gained Along the Shopper Journey

Knowing the market and our shopper is vital to building an effective marketing strategy. That's why we set out to accomplish precisely that in an unprecedented study – the 2021 A&U Study. **Here's what we learned.**

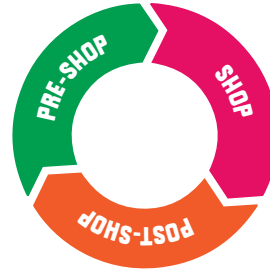


# SHOPPER INSIGHTS

## PRE-SHOP INSIGHTS

## Why & where SHOPPERS BUY AVOCADOS

Avocado benefits drive shoppers to purchase in multiple ways.



## SHOP INSIGHTS

## What are the PURCHASE DRIVERS?

Displays and avocado education are just two of the key influencers.

### HEALTH AND TASTE DRIVE PURCHASE

Health is the main driver for purchase, but it's taste that makes them stay.

**91%**  
of Non-Hispanics

**90%**  
of Hispanics

factor in **HEALTH**

**80%**  
of Non-Hispanics

**82%**  
of Hispanics

stay for **TASTE**

*// I like to eat them for their health value and then for taste when I put some seasoning on them. //*

- AVOCADO SHOPPER

### DISPLAYS DRIVE SALES

**66%**  
of Non-Hispanics

state the way avocados are displayed in-store influences their purchase decision

**65%**  
of Hispanics

### EDUCATION HAS AN IMPACT

**71%**  
of Non-Hispanics

state that it is important to "know how to keep avocados fresh longer"

**73%**  
of Hispanics



**50%**

of consumers, Hispanic/Non-Hispanic, make a list before shopping

### WHERE DO THEY SHOP?

Brick and mortar still reigns, but online shopping is on the rise.



**Physical store**  
plan to buy in-store

**86%**  
of Non-Hispanics

**90%**  
of Hispanics



**Online (any)**  
plan to buy online

**31%**  
of Non-Hispanics

**27%**  
of Hispanics



### PURCHASE FACTORS

Shoppers want the ability to select avocados that are ready to eat today and some to eat later.



### BAG & BULK

74% of shoppers prefer to pick and bag their own avocados, while 41% prefer buying bagged avocados.



### BRANDED STICKERS

placed on avocados are also purchase influence factors.



## POST-SHOP INSIGHTS

### Shoppers APPRECIATE STORAGE TIPS AND RECIPES

Tips on how to best store and enjoy avocados are what shoppers want post-shop.

#### KEY STEPS TAKEN AFTER PURCHASE

1. STORAGE
2. RECIPES
3. EDUCATION
4. SOCIAL SHARING

#### PRESERVATION IS EQUALLY IMPORTANT

Post-shop is the time when shoppers really need to know how to preserve an opened avocado.

## TOUCHPOINTS ACROSS THE P2P

### Shopper JOURNEY INSIGHTS

Coupons and recipe inspiration are key influence factors across the entire path to purchase.

#### COUPONS / DISCOUNTS

**92%**  
of Non-Hispanics

**90%**  
of Hispanics

#### VERSATILITY / RECIPES

**52%**  
of Non-Hispanics

**55%**  
of Hispanics



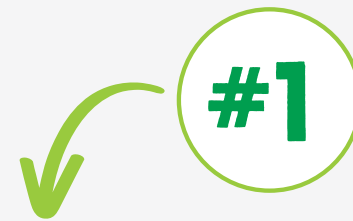
# *Avocados From Mexico's* **THREE STRATEGIC PILLARS**

## What you focus on – grows

At Avocados From Mexico we keep our focus on Education, Health & Wellness and Core Uses to accelerate long-term category growth for our company, our category and our partners.



We've got the tools you need to take advantage of each of these three pillars. In the coming pages, we'll show you how.



## EDUCATION

The opportunity with education is to improve techniques where users are most likely to feel that fruit is not being wasted, and increase awareness of the techniques to build confidence and value.

**75%**

of Non-Hispanics state that educational info positively influences their purchase\*



\*Source: AFM Consumer Shopper A&U





#2

## HEALTH

remains a key factor for continued avocado use\*

## HEALTH & WELLNESS

Fresh avocados are a heart healthy fruit and contribute good fats to the diet. They're also nutrient dense, contributing nearly 20 vitamins and minerals.

Retailers can maximize the opportunity to increase sales by **supporting in-store Retail Dietitians** that directly engage with shoppers.



#3

## CORE USES

Avocados infuse meals with flavor, adding richness and vitality to every occasion. The four core uses below can inspire shoppers to add avocados to their baskets.

Four core uses with greatest category growth opportunities:



Guac  
& Chips



Mexican  
Handhelds



Salads



Traditional  
Handhelds



\*Source: AFM Consumer Shopper A&U

## TIPS FOR YOUR SHOPPERS

### Avocado education IS THE KEY TO IMPACTING FUTURE PURCHASES



## IT'S *THAT* EASY

Some consumers are confused about how to select, ripen, preserve and serve their avocados. Helping shoppers understand more effective and efficient avocado techniques will increase shopper confidence, mitigate feelings of uncertainty and encourage action.

CONTACT YOUR REGIONAL DIRECTORS  
FOR AVAILABLE EDUCATION TOOLS.



## MAKE IT JUST RIGHT

HOW TO RIPEN YOUR AVOCADOS

*Bag It!*



1  
Place the avocado with a banana or apple in a paper bag and fold to close.

2  
Store in a warm environment. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.



IT'S *THAT* EASY



# MAKE A GOOD PICK

HOW TO SELECT YOUR AVOCADOS



## *For Now*

Pick avocados that yield to gentle pressure and have a darker skin color. Enjoy immediately.



## *For Later*

Pick avocados that are still very firm with a greener skin color. Ripen at home and enjoy.



IT'S *THAT* EASY

# MAKE IT LAST

HOW TO PRESERVE YOUR AVOCADOS

## *Coat & Cover!*



1

Coat halved avocado with lemon juice or olive oil.

2

Cover and seal with plastic wrap, then refrigerate. Cold and airtight, your avocado is ready to enjoy anytime.



IT'S *THAT* EASY

# MAKE IT DELICIOUS

HOW TO SERVE YOUR AVOCADOS

## *Cut, Twist & Scoop*

1

Place on a cutting board and cut the avocado in half lengthwise around the pit.

2

Twist halves apart and lift pit out with a spoon.

3

Gently spoon around the edges and scoop out to serve.



IT'S *THAT* EASY

## TIPS FOR YOUR PRODUCE PROFESSIONALS

### Avocado Best Practices

Knowing how to identify ripeness, and the best ways to store and display your avocados can help put more avocados in shoppers' baskets.

## STAGES OF RIPENESS

Make sure your avocados are ready when you are by learning the five stages of ripeness.

### TIPS

- » Color is not always the best indicator of ripeness
- » Always wash avocados before cutting into them



Very hard fruit. Usually green in color. During certain times of year, mature hard fruit can be black in color. Ripens in approx. 7 days. (25 lbs. pressure)

## RECEIVING & HANDLING

- **Store avocados at room temperature** in a dry place, away from misting systems.
- **Check display often** to remove any damaged fruit.
- **Cross merchandise** with companion items like tomatoes, onions, lemons or limes for a more attractive display. To prompt impulse purchases, include side stacks of companion items on a secondary display.





2



Pre-conditioned fruit is ready to eat in approx. 3-5 days if held at room temperature. (15-25 lbs. pressure)

3



Breaking (pre-conditioned) fruit has slight give at top and bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)

4



Firm/ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe next day if held at room temperature. (5-10 lbs. pressure)

5



Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)

## AVOCADO SIZE CHART

The right avocado solution is always in season

Available 365/24/7, Avocados From Mexico come in various sizes, making it easier to successfully meet different shopper's needs and increase sales. You can also implement a fresh guac program to help manage shrink.

- Small Avocados
- Large Avocados
- Extra Large Avocados
- Bag Avocados
- Fresh In-Store Made Guac

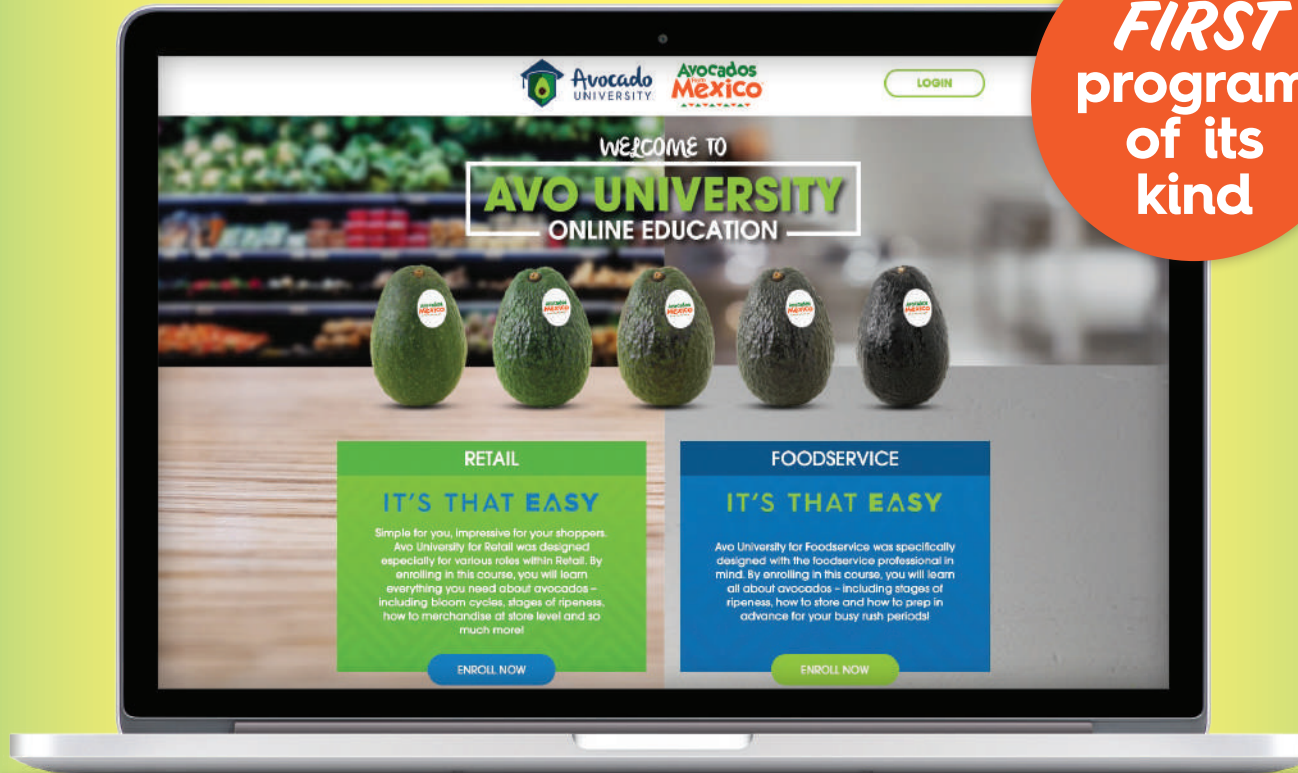


\*Not to scale. Yield and height are approximations. ©2020 Avocados From Mexico

# Enroll in AVOCADO UNIVERSITY

Now Free and Online!

***FIRST***  
program  
of its  
kind

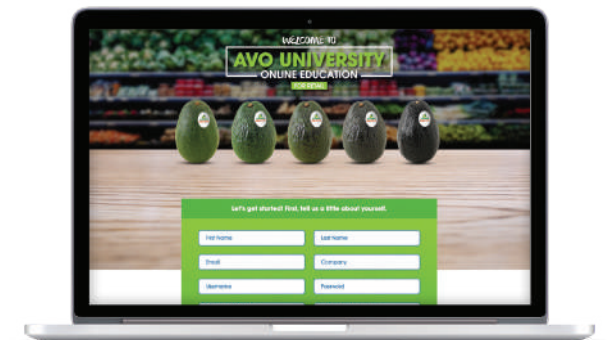


**A FREE CERTIFICATION PROGRAM ABOUT  
AVOCADOS FROM MEXICO AND THE AVOCADO  
CATEGORY FOR PRODUCE PROFESSIONALS.**

**Get your free certification at: [www.AvoEasy.com](http://www.AvoEasy.com)**

## Simple for You, Impressive for Your Shoppers

Designed specifically for all the unique roles on your team, at AvoU you can learn all about avocados including our best merchandising tips, preservation and ripening tricks for your shoppers, and lots more.





# GET YOUR *FREE* CERTIFICATION

**ALWAYS GOOD** Avocados Mexico

MODULES PROFILE LOGOUT

## MODULES

CLICK FOR INTRODUCTION VIDEO

Hi Kristian, Welcome to AVO UNIVERSITY, where you will learn all about avocados!  
This is your free certification program about Avocados From Mexico and the avocado category. It's a quick and easy online education tutorial that ultimately is designed to give you valuable knowledge that can apply to your business.

Total Time Online **01:50:45**

Total Modules Completed **2 out of 6**

### Retailer Modules

Completed <b>Blossoms, Sizing &amp; Stages of Ripeness</b> REVIEW MODULE	Completed <b>The Journey to Market</b> REVIEW MODULE	Enrolled <b>Avocado Merchandising</b> START MODULE
Enrolled <b>Picking &amp; Avocado Tips</b> START MODULE	Enrolled <b>Why Avocados From Mexico</b> START MODULE	Completed <b>Partnering with Avocados From Mexico</b> REVIEW MODULE

### Foodservice Modules

Want to get Foodservice certified? Click below to get access

[Register for Foodservice Modules](#)

Become an avo expert with valuable knowledge you can apply directly to your business. Since it's all online, you'll be an Avocado University graduate in no time at all.

## YOU'LL LEARN ABOUT:

1. BLOOMS, SIZING, STAGES OF RIPENESS

2. THE JOURNEY TO MARKET

3. AVOCADO MERCHANDISING

4. PICKING & AVOCADO TIPS

5. WHY AVOCADOS FROM MEXICO

6. PARTNERING WITH AFM

7. IN-STORE FRESH GUACAMOLE



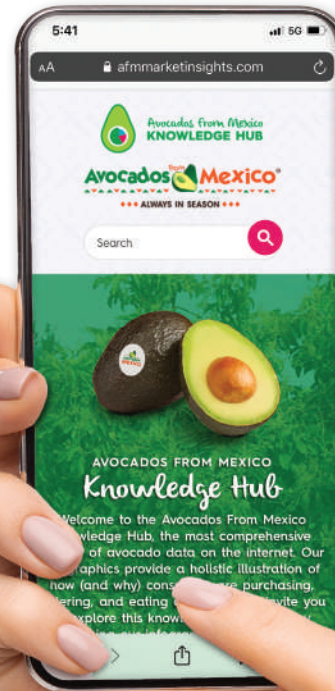
**Avocado**  
UNIVERSITY

[www.AvoEasy.com](http://www.AvoEasy.com)

## Introducing our NEW KNOWLEDGE HUB

### A good look at insights

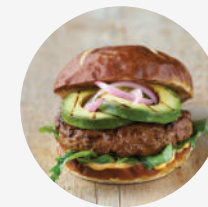
Now our insights are your insights. The Avocados From Mexico Knowledge Hub is the most comprehensive archive of avocado data available online. With can't-miss sections for shopper and retail, it's your one source for all things avocado.



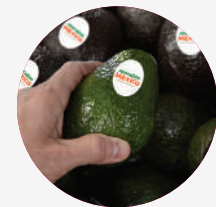
### Avocados From Mexico KNOWLEDGE HUB

- ▶ Primary Research and Syndicated Trends
- ▶ Valuable Insights
- ▶ Impactful Infographics

### Providing Insights for:



Foodservice  
Operators



Shopper &  
Retail



Media  
Members





## Primary Research and Syndicated Trends

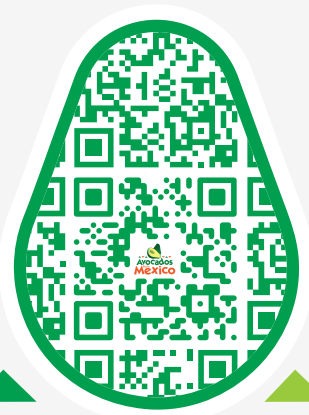
We often gather primary data and then connect those findings with syndicated data and shifting industry trends. When **new data** is available, we'll share it here. Now you'll be among the first to know what we know.



## Valuable Insights

Through **research and analysis**, we have been able to identify key opportunities to transform purchase drivers and barriers into solutions during the pre-shop, in-store and post-shop phases. Now it's all here for your use.

Ready to learn? Visit the Knowledge Hub at: **AFMMarketInsights.com**



## Impactful Infographics

You'll find **holistic illustrations** of how and why shoppers are purchasing, ordering and eating avocados. On the Knowledge Hub, you can get AFM's most interesting/useful research in ready-to-use infographics.



# IT'S ALWAYS GOOD *WITH* GOOD FATS

Avocados From Mexico can help retailers introduce the nutritional benefits of avocados that shoppers will get excited about. A heart healthy fruit, avocados can help shoppers reduce their risk of cardiovascular disease by replacing saturated fats with unsaturated fats. In fact, one 50g serving has just 6g of fat, over 75% of which is considered good fat. That same serving also has only 80 calories with nearly 20 vitamins and minerals, making avocados a healthy, nutrient dense choice.



While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.



## NUTRITIONAL ATTRIBUTES OF AVOCADOS

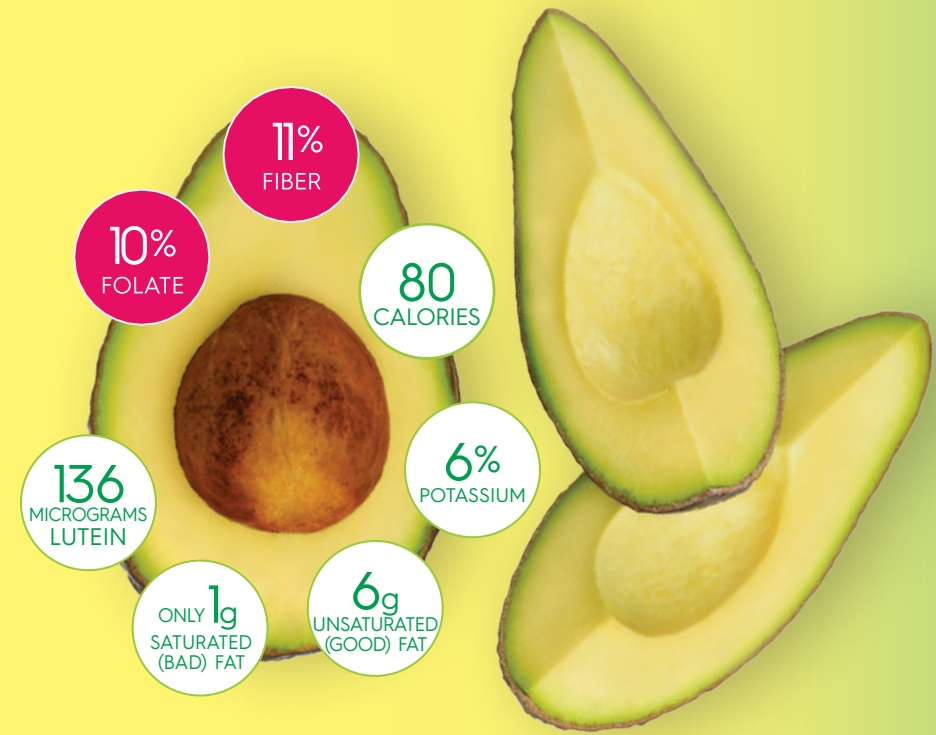
1 serving = 1/3 of a medium avocado  
or 50 grams

- ▶ Nearly 20 vitamins, minerals and phytonutrients (plant nutrients)
- ▶ 3g of fiber
- ▶ 0g of sugar
- ▶ 80 calories per serving
- ▶ 44mcg DFE (Dietary Folate Equivalent) of folate



# WHAT MAKES AVOCADOS SO GOOD?

Packed with nutrition, it's always good to put Avocados From Mexico on your plate.



Nutrition information is provided per serving. 1 serving = one-third of a medium avocado or 50 grams. 1 avocado provides 3 servings. According to the FDA, a "good source" contains > or equal to 10% of the Daily Value.



## HEART HEALTHY

Fresh avocados are a heart healthy fruit. They provide naturally good fats, are low in saturated fat, and are cholesterol-free and sodium-free.



## NUTRIENT BOOSTER

Because they contain unsaturated fat, avocados are a unique and healthy fruit that can act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.



## WEIGHT MANAGEMENT

Replacing high calorie snacks with nutrient dense foods, like avocados, is a nutritious way to help people eat healthier. The Dietary Guidelines for Americans recommend small shifts in food choices to help people achieve overall healthy eating patterns.



## VITAMIN E

Healthy avocados contain 6% of the daily value for vitamin E. Vitamin E is an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.



## FOR MORE RESOURCES

Visit [MyAvoNutrition.com](http://MyAvoNutrition.com) to download digital resources.



# TOOLS FOR REGISTERED DIETITIANS.

To encourage in-store education, Avocados From Mexico supplies Registered Dietitians around the country with the resources they need to educate shoppers that avocados contain good fats, and are nutrient dense and heart healthy.



**HEART HEALTHY**



**GOOD FATS**



**NUTRIENT DENSE**



## MEET AVOCADOS FROM MEXICO'S RD

**Barbara Ruhs, MS, RD, LDN**  
[Nutrition@AvocadosFromMexico.com](mailto:Nutrition@AvocadosFromMexico.com)

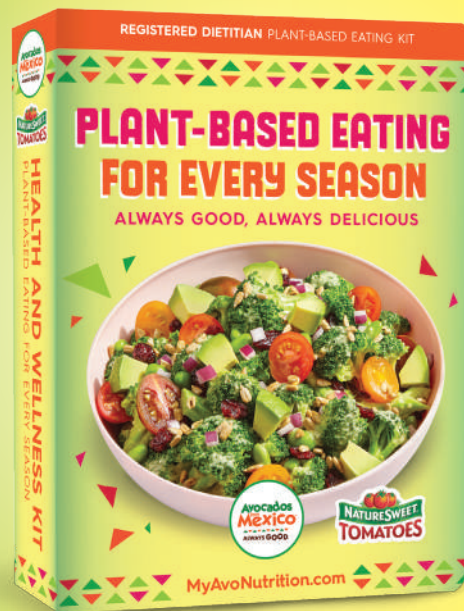


## HEALTH & WELLNESS RETAIL ACTIVATION KITS

Learn more about our new Health & Wellness kits. The kits are available printed and are downloadable from [MyAvoNutrition.com](http://MyAvoNutrition.com), where you can find additional resources. Each kit contains everything you need to create your own in-store activation:

- ▶ Recipe Brochures
- ▶ Coupon Tear Pads
- ▶ Retail Activation Guide
- ▶ POS Signage





## AVOCADOS ARE ALWAYS GOOD - AND SO ARE OUR KITS

### GET YEAR-ROUND TIPS

Get ready for every season with avocados.



## PLUS MORE DIGITAL RESOURCES!

### NEWSLETTERS

Stay informed on the latest recipes,  
health tips and avocado news.

Visit [MyAvoNutrition.com](https://MyAvoNutrition.com)



## Build Bigger Baskets WITH CORE USES

### We've got a recipe for that

Avocados are especially versatile with appropriate uses year-round. In-store activations featuring each of AFM's four core uses remind shoppers of America's most popular dishes and the many ways avocados can be prepared, while also boosting basket sales and repeat visits throughout the year.

Find more recipes at [www.AvocadosFromMexico.com/recipe/](http://www.AvocadosFromMexico.com/recipe/)



Download  
your favorite  
recipe



1. AFM Segmentation, Awareness & Usage Study 2016.

## Guac & CHIPS

Guac is the #1 use for avocados,<sup>1</sup> and the Big Game is the single biggest occasion for sharing guac with friends.

### KEY OCCASIONS

- ▶ Fall Football
- ▶ The Big Game
- ▶ Cinco de Mayo
- ▶ Memorial Day



## EDAMAME GUACAMOLE



# *Mexican* **HANDHELDS**

From simple and traditional to loaded and totally over-the-top, Mexican Handhelds like tacos, burritos and quesadillas are always better with avocados.

## **KEY OCCASIONS**

- ▶ Hispanic Heritage Month
- ▶ College Basketball



**SPICY SHRIMP TACOS WITH  
AVOCADO SALSA AND SOUR  
CREAM CILANTRO SAUCE**

# *Salads*

Salads are even more nutrient dense and satisfying with the creamy flavor and good fats packed in a few slices of avocado.

## **KEY OCCASIONS**

- ▶ January New Year Resolutions
- ▶ February Heart Health Month
- ▶ March National Nutrition Month



**AVOCADO  
RAINBOW SLAW**

# *Traditional* **HANDHELDS**

Burgers, sandwiches, sliders and wraps are all prime opportunities to add some avocado excitement.

## **KEY OCCASIONS**

- ▶ Fall Football
- ▶ Memorial Day



**GUACAMOLE  
BURGER**

## *Planning ahead with* **AVOCADOS FROM MEXICO**

### **Boost basket ring year-round**

There's no limit to our creativity when it comes to pairing fresh avocado with the most popular food trends. Whether you need an in-store idea for a single event or want help getting avocados in baskets year-round, we're up for the challenge.

### *Partner with us!*

AFM was recently named one of the most innovative companies in the WORLD.



## **YEAR-ROUND PROMOTIONS**

Whether you're looking to educate your shoppers or boost your merchandising displays, we have something for any time of the year!

### **FARMERS MARKET DISPLAYS**



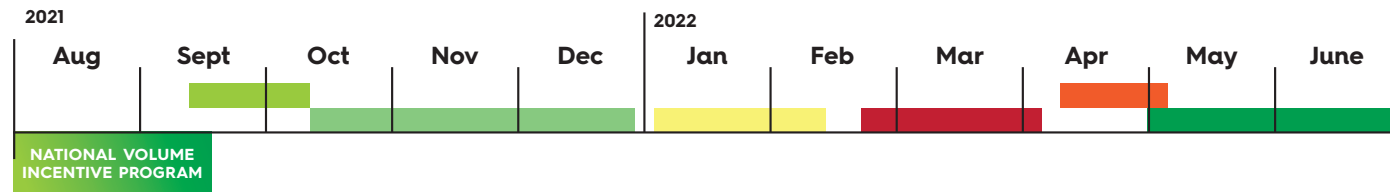
### **MOLCAJETE BINS**





# OUR INSIGHTS IN ACTION

We've taken out all the guesswork. We've learned the best times and the best ways to reach our shopper all year-round.



Contact your  
Regional Director  
for more  
information

All program elements are subject to change.

# *Why partner with* **AVOCADOS FROM MEXICO**

## **Everything you need to succeed**

Our 360° approach covers the entire path to purchase and our innovative strides are changing the dynamic in produce. As we strive to be a valued partner, we are continually developing new ways to better serve both shoppers and retailers.



- ▶ Category Insight & Analytics/Expertise
- ▶ Shopper Expertise & Programming
- ▶ Trade Marketing Support
- ▶ Education Resource & Training
- ▶ Health & Wellness Programming - Registered Dietitian, etc.
- ▶ Merchandising Expertise & Support







# *It's Always Good* **TO SUCCEED**

There are exciting opportunities at every turn with Avocados From Mexico, and we want to help you benefit from every single one. If you're ready to boost basket size, get a category lift, and connect with your shoppers, then we're ready to show you how.

For more information, contact your Regional Director or visit **[AvocadosFromMexico.com/Shopper/](https://AvocadosFromMexico.com/Shopper/)** to learn more.



**Avocados**  
From  
**Mexico™**  
▲▼▲▼▲▼▲▼▲▼  
**ALWAYS GOOD**

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