

AVOCADO PLAYBOOK

STRATEGIZE YOUR DISPLAYS FOR GAME DAY SUCCESS



CROSS MERCHANDISING

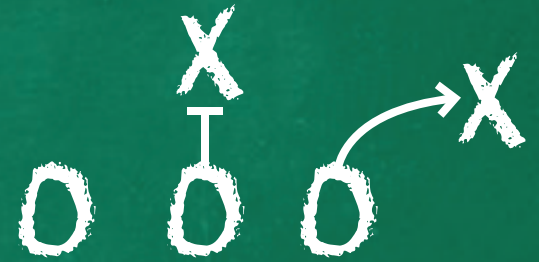
Highlighted in a number of recipes including salads, burgers, salsa, and guacamole.

Tie in with red onion, lime, cilantro, jalapeño peppers, and tomatoes.

EXTRA POINT: The reds and greens of tomatoes and avocados play off each other

MULTIPLY YOUR SALES

Offer deals for purchasing several pieces of fruit. Having a 3 for 5 deal may be a lower margin than a 2 for 3 deal but you'll move more units, creating more sales dollars.



PLAN YOUR OFFENSE

Ask yourself these questions as you plan your display:
What promotion will this display be tied with?

How much fruit do I need? (How much ripe/unripe?)

What space do I need in the department and elsewhere?

When will the space be available? (What needs to be moved to make room?)

What opportunities for cross-merchandising can I leverage?



EDUCATE

Use signage or separate displays to communicate with shoppers what fruit is ripe and unripe.

SCORE: Two separate displays with ripe and unripe fruit makes an easy identifier.

