

EDUCATE YOUR SHOPPERS

Your shoppers have questions about avocado ripening and now you have the answers. Show them how to finish the ripening process at home with these simple steps:

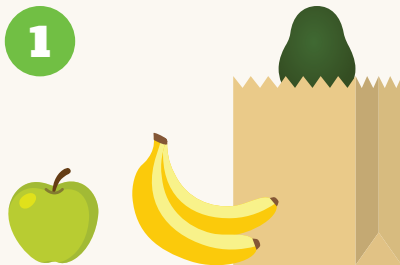


◀ ROOM TEMPERATURE

Leave firm, under-ripe avocados at room temperature to ripen. Only refrigerate avocados once they are ripe, where they will stay fresh and ready to enjoy for several days.

TO SPEED RIPENING:

1



Enclose avocados in a brown paper bag along with an apple or banana, which naturally release high levels of ethylene, a gas that fruits give off as they ripen.

2



Leave the bag on a sunny windowsill for 18-48 hours.

3

Check for ripeness periodically by feeling for softness.



Once ripe, place in the refrigerator to keep fresh for several days.

