

PUT 'EM ON DISPLAY

DO

- ✓ Feature RIPE avocados in separate displays to boost sales.
- ✓ Identify RIPE avocados with RIPE or READY TO EAT Point of Sale materials that speed sales rates and inspire impulse purchases.
- ✓ Rotate displays daily, placing riper avocados on top and removing those that are overripe.
- ✓ Take overripe avocados from the display and develop an in-store guacamole program or use in the deli for sandwiches.
- ✓ Display next to tomatoes, garlic, guacamole mix, lemon and limes for attractive color break and to increase produce department sales with fresh guacamole inspiration.
- ✓ Go beyond guac by displaying ripe avocados with bread and seasonings for avocado toast, or create a secondary display with avocados and other ingredients for smoothies.



**Find more display
inspiration on page 22**

DON'T

- ✗ Don't display in cooler displays.
- ✗ Don't display avocados on the wet rack or near misting systems.
- ✗ Don't display avocados next to tropical fruit or ethylene sensitive produce such as bananas or mangoes.
- ✗ Don't build massive pyramid displays because the weight of the display could bruise or damage the fruit.



DID YOU KNOW?

Mission will work one-on-one with you to help strategize your merchandising and category management with data-driven insights. We can also arrange for a ripening expert to come to your distribution center to assess and improve your avocado handling operations.

Email quality@missionproduce.com
to tap into our expertise!