

Ready!



Give shoppers what they want, when they want it.

With Mission's **READY** ripe avocado program, simultaneous merchandising of ripe and almost-ripe avocados encourages shoppers to stock up and enjoy avocados at the peak of ripeness today and days to come.



Reduce shrink



Increase shopper spend as they buy BOTH ripe & unripe avocados



Meet shopper desires to enjoy ripe avocados every day



Expand your avocado category & increase sales velocity

How It Works:

- 1 Receive Stage 4 ripe and Stage 2 preconditioned avocados custom-staged by Mission Produce's expert ripe team. Boxes of Stage 4 ripe avocados will be clearly labeled with a "Ready" sticker to make merchandising easy for produce department personnel.
- 2 Create a destination display of bulk avocados where "Ready for Tonight" (Stage 4) and "Ready in a Couple Days" (Stage 2) avocados are displayed side-by-side.
- 3 Merchandise each side of the dual display with Mission Produce's fun and informative point of sale signage. Draw attention to the second avocado choice so shoppers know to buy both.
- 4 Sell more avocados per shopping trip. Shoppers will stock up so that a ripe avocado is never out of their reach!



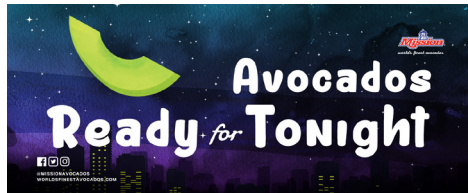
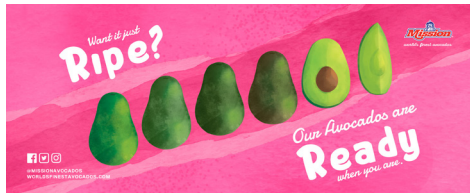


world's finest avocados

11" x 17" Header Cards



5" x 2" Shelf Talker



4" x 4" Shelf Talker



7" x 7" Wobbler

