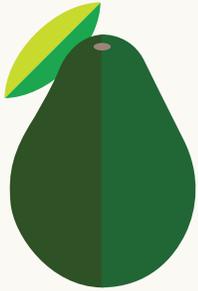
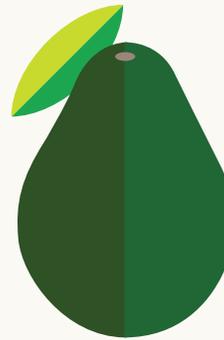


## SIZING UP PROMOTIONS



### SMALL AVOCADOS

Small fruit moves better on promotion rather than a price reduction. Consumers feel they're getting a deal.



### LARGE AVOCADOS

Large fruit has somewhat greater sensitivity to everyday price adjustments.



## DO

Offer a variety of sizes to give your shoppers a choice that suits their usage needs and educate shoppers about usage tips for different sizes.

## DON'T

Don't assume that bags of avocados can only have small sizes. Small, large and jumbo avocados are all available in bags.