



THICK SKINNED AVOCADOS

There's a soft, creamy center beneath seasonally thick and bumpy skin.

OUR TOP-QUALITY AVOCADOS naturally exhibit subtle physical differences based upon where they are grown, as each region has unique climate and soil. These variations may be confusing to consumers.

CHARACTERISTICS

- Peruvian avocados have skin that is thicker and bumpier.
- These avocados may feel firm even when fully ripe.

HOW TO JUDGE RIPENESS

These avocados are just as creamy and delicious inside, but the thicker skin calls for judging ripeness in a different way.

- Gently press the narrow top of the avocado to feel for softness.
- If it yields to gentle pressure, it is ripe and ready to eat.

Mission Produce is here to help reduce shopper confusion. See page 2 for solutions and resources.



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There's a soft, creamy center beneath seasonally thick and bumpy skin.

INCREASE SHOPPER SATISFACTION with Mission Produce's point-of-sale material that shows how to judge ripeness when Peruvian avocados are in season.

SHELF TALKER – 2" X 5"



AVOCADO SKINS ARE THICKER AND BUMPIER THIS TIME OF YEAR

Color is not an indicator of ripeness.
Gently press the top to feel for softness.

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ADDITIONAL RESOURCES
INCLUDE:



Custom
POS



Backroom
Poster



Onsite
Training



Consumer
Education

KEEP YOUR EYES "PEELED" FOR THICK-SKINNED AVOCADOS BETWEEN MAY - SEPTEMBER.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

PERU