



Work smarter, not harder, by carrying two bulk sizes.

It's a genius move: carrying bulk avocados both large and small equals more profit. Give shoppers the opportunity to purchase the avocados that perfectly suit any **AVO**ccasion.



The Size Minded program helps retailers **capitalize** on what the tree is producing



Be size wise and **strategically develop** an ever-evolving category



Attract new shoppers and meet varying size needs for day-to-day recipe uses



Increase sales velocity: 74% of avocado shoppers say they would buy more if they saw more displays*

*Avocados from Mexico Shopper Mindset Study 2016

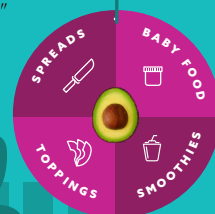
HOW IT WORKS

- 1 Carry a clever two-size bulk selection in any combination you want.
- 2 Strategically showcase second sizes in separate or secondary bulk displays.
- 3 Use whip-smart point-of-sale materials to help enlighten shoppers.

POS Cards
11" x 7"



Dangler
18" x 18"



POS Card with Recipe Tearpad
11" x 7"

Recipe Cards
3" x 5"

Small, large and jumbo versions available for all POS materials.



2

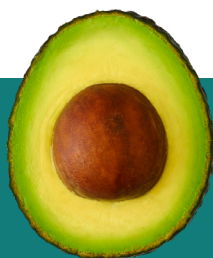
CHOOSE
ANOTHER SIZE



1
CHOOSE
A SIZE

| | | JUMBO | | | LARGE | | SMALL | | |
|-------------------------|-------|-------|----|----|-------|----|-------|----|----|
| JUMBO LARGE SMALL | JUMBO | 32 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |
| | JUMBO | 36 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |
| | JUMBO | 40 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |
| | LARGE | 48 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |
| | LARGE | 60 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |
| | SMALL | 70 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |
| | SMALL | 84 | 32 | 36 | 40 | 48 | 60 | 70 | 84 |

Small PLU 4046
Single-Serving Avocado



- Baby Food
- Smoothies
- Spreads
- Toppings
- Garnishing



- Serves 1 - 2
- Breakfast
- To-Go Lunch
- Snack

Large PLU 4225
Family Style Avocado



- Avocado Toast
- Taco Toppings
- Sushi and Poke
- Half Now/
Half Later
- Battered
and Fried



- Serves 3 - 4
- Brunch
- Dinner
- Happy Hour
- Mother's/
Father's Day

Jumbo PLU 4770
Party Avocado



- Stuffed
Avocados
- Guacamole
- Salads
- Party Platters



- Serves 4+
- Super Bowl
- Cinco de Mayo
- 4th of July/
Summer BBQs
- Easter
- New Year's Eve