



— AVOCADO —
CORE USES
for Bigger Baskets

IN-STORE DEMO GUIDELINES

Avocados ^{From} Mexico TM

◆◆ ALWAYS IN SEASON ◆◆

Know Your Core Uses

This guide is provided to help you plan and execute tasty in-store demos featuring Avocados From Mexico. Seasonal demos remind shoppers of the delicious versatility of avocados in some of America's most popular dishes, building baskets and driving repeat visits throughout the year.

Four core uses with greatest category growth opportunities:



**GUAC
& CHIPS**



**MEXICAN
HANDHELDS**



SALADS



**TRADITIONAL
HANDHELDS**

These Core Uses — Guac & Chips, Mexican Handhelds, Salads and Traditional Handhelds — are relevant any time, but each of them are perfectly suited to specific occasions on the retail calendar. As shoppers look for ideas around these occasions, an inspiring demo can add avocados and more to their baskets.

Why Avocados from Mexico?

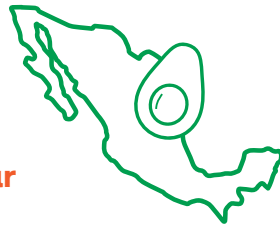
Avocados infuse meals with flavor, adding richness and vitality to every occasion. That's why from everyday experiences to big events, **Avocados From Mexico are Worth Every Moment.**

Avocado fun facts



The **#1 selling brand of avocados** in the U.S. is Avocados From Mexico¹

Avocados From Mexico are the only avocados **available 365 days a year**



While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk

A **source of good fats**, avocados have only 80 calories per serving ($\frac{1}{3}$ of a medium avocado or 50 grams)



Avocados are **nutrient dense** with nearly 20 vitamins and minerals

1. Hass Avocado Board. "Volume Data 2019".

Educating Shoppers

All of the Core Use recipes are recommended as “demo-friendly” by Avocados From Mexico. Just brush up on your avocado education to maximize the goodness of each avocado and be sure it’s ready when you’re ready. Below are the four primary techniques recommended to educate shoppers on how to select, ripen, preserve and serve avocados.

For more avocado tips, visit AvoReadiness.com

READY TO SELECT



FOR NOW: Pick avocados that yield to gentle pressure and have a darker skin color. Enjoy immediately.

FOR LATER: Pick avocados that are still very firm with a greener skin color. Ripen at home and enjoy.

READY TO RIPEN



1. Place the avocado with a banana or apple in a paper bag and fold to close.
2. Store in a warm environment. Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.

READY TO PRESERVE



1. Coat halved avocado with lemon juice or olive oil.
2. Cover and seal with plastic wrap, then refrigerate. Cold and airtight, your avocado is ready to enjoy anytime.

READY TO SERVE



1. Place on a cutting board and cut the avocado in half lengthwise around the pit.
2. Twist halves apart and lift pit out with a spoon.
3. Gently spoon around the edges and scoop out to serve.

Pick Your Recipe!

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Guac and Chips



Did you know that some people say bringing fresh guac to a party is more impressive than what you wear?¹ Perhaps because it's one of the most popular snacks or meal pairings that's both social and easy to share. In fact, **guac is the #1 use for avocados**², and the big game is the single biggest occasion for sharing guac with friends.

Key Occasions

- Fall Football
- The Big Game
- Cinco de Mayo
- Memorial Day

1. Pollfish - Cinco de Mayo (Survey, 2018)
2. AFM Segmentation, Awareness & Usage Study 2016.



MEXICAN GUACAMOLE

Makes 8 servings

Ingredients



4 Avocados From Mexico,
halved, pitted and peeled



1 TB Lime juice



¼ tsp. Salt



1.

In a large
bowl, **mash**
the avocados
until chunky-
smooth.



2.

fold in lime
juice and
salt until well
combined.



Demo Tip!

Scoop guac into small
disposable cups and garnish
each cup with 2-3 chips.



Mexican Handhelds



From simple and traditional to loaded and totally over-the-top, Mexican Handhelds like tacos, burritos and quesadillas are **always better with avocados!** When families are craving Mexican food, or college basketball fans are looking for the perfect game-time treat, Mexican Handhelds offer the ideal combination of exciting flavor and family fun.

Key Occasions

- Hispanic Heritage Month
- College Basketball

Demo Tip!



Cut tacos into bite-sized portions and hold slices together with toothpicks.

AVOCADO TACO

Makes 1 serving

Ingredients



½ Avocado From Mexico, halved, pitted, peeled and sliced



2 Corn or flour tortillas (or 3 tortillas, if desired)



Kosher or sea salt to taste



1.

Heat corn tortillas on an already hot skillet and set over medium heat for about a minute per side.



2.

Place the tortillas on a serving plate.



3.

Top tortillas with **slices of avocado** and sprinkle with salt to taste.



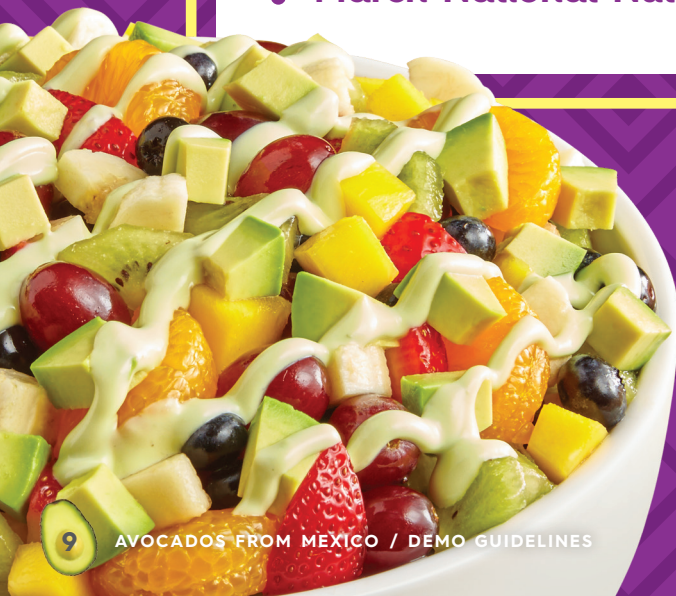
Salads



Mixing a colorful salad into mealtime is a terrific way to get more fruits and vegetables into our diets and aids in digestion. But, it's important to elevate healthy meals without sacrificing flavor – **that's where avocados come in!** Salads are even more nutrient dense and satisfying with the creamy flavor and good fats packed in a few slices of avocado.

Key Occasions

- January New Year Resolutions
- February Heart Health Month
- March National Nutrition Month



Demo Tip!

Scoop salad into small disposable cups and serve each cup with a spoon.



FRUIT SALAD WITH AVOCADO COCONUT LIME DRESSING

Makes 10 servings

Ingredients



1 Avocado
From Mexico,
diced



1 lb.
Strawberries,
quartered



12 oz.
Mango, diced



12 oz.
Blueberries



12 oz.
Red grapes



4 Kiwi, sliced
and quartered



2 Bananas, sliced
and quartered



12 Mandarin
orange segments

Dressing Ingredients (16oz)



1 Avocado
From Mexico



12 oz. Coconut
yogurt, dairy free



3 TB Lime



1 TB
Avocado oil

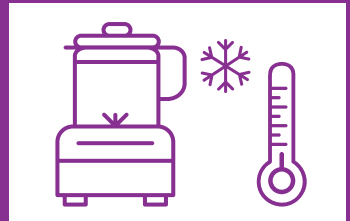


2 TB
Agave nectar



1.

Place all salad dressing components into a food processor and **blend to a smooth consistency.**



2.

Refrigerate until needed, up to 24 hours and reserve extra salad dressing for future use.



3.

For the salad base, first place all ingredients into a large bowl.



4.

When ready to serve, toss with **Avocado Coconut Lime Dressing** to taste.

Traditional Handhelds



Avocados add flair and flavor to Traditional Handhelds.

Burgers, sandwiches, sliders and wraps are all prime opportunities to add excitement. Fall football gatherings at home or the stadium, demand a spread of delicious handheld snacks. And when summer grilling season kicks-off, everyone will look for recipes and entertaining ideas to have the most guacin' barbecue on the block.

Key Occasions

- Fall Football
- Memorial Day

Demo Tip!

Cut sandwiches into bite-sized portions and hold slices together with toothpicks.



BACON & AVOCADO GRILLED CHEESE

Makes 2 servings

Ingredients



1 Avocado From Mexico, sliced



6 slices Bacon



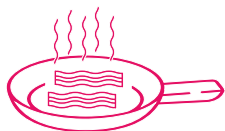
4 slices Hearty artisan bread



2 TB Butter



Mozzarella cheese (sliced)



1.

While the bacon is cooking, slice the bread, tomatoes, and avocado.

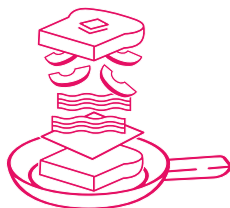
2.

Butter one side of each slice of bread.



3.

Once the bacon is cooked, lay a slice of bread butter side down in the skillet, layer with cheese, bacon, avocado and top with another slice of bread (buttered side up).



4.

Cook over medium-high heat until cheese becomes melty. Remove from skillet and enjoy!



BONUS RECIPES!

Chicken Quesadillas

INGREDIENTS

- 1 Avocado From Mexico, halved, pitted, peeled and diced into 1" cubes
- 2 TB Olive oil, divided
- 2 TB Lime juice
- ½ tsp. Ground cumin
- 2 cups Cooked chicken, diced
- 4 Flour tortillas (7" to 8")
- ¼ cup Monterey Jack or Pepper Jack cheese, shredded
- Salsa (optional) to serve



INSTRUCTIONS

1. Preheat oven to 450°F.
2. In a medium bowl, combine 1 TB of the olive oil, lime juice, and cumin.
3. Add chicken and avocado and toss gently until well coated.
4. Lay tortillas on a baking sheet; brush both sides with the remaining 1 TB oil.
5. Spoon chicken and avocado mixture on each tortilla, dividing evenly. Top with cheese.
6. Fold tortillas in half to cover filling.
7. Bake until tortillas are crisp, about 8 minutes.
8. If desired, serve with salsa.



Authentic Guacamole

INGREDIENTS

- 3 Avocados From Mexico
- 1 Roma tomato, finely chopped
- 1 TB Fresh lime juice
- 1 bunch Cilantro, finely chopped
- ½ Onion, finely chopped
- 1 TB Salt
- 1 Jalapeño seeded, deveined, and chopped (Optional)



INSTRUCTIONS

1. Break each avocado in half, gently cutting completely around the pit and putting the resulting two halves apart.
2. Prepare the avocados by smashing them into tiny chunks and until the mixture starts to get creamy using a mortar or fork.
3. Finely dice half an onion and put the pieces into a small bowl of warm water for 5-10 minutes. Drain.
4. Remove seeds and chop the tomato.
5. Remove the seeds and chop the jalapeño.
6. Chop the cilantro.
7. Add onion, tomato, jalapeño, cilantro, fresh lime juice and salt to the avocado bowl.
8. Lightly mix everything together with a fork until ingredients combine.

Avocado Rainbow Slaw

INGREDIENTS

- 2 ripe **Avocados From Mexico**, sliced or diced
- 3 cups Red cabbage, shredded
- 1 cup Carrots, shredded
- 1 Red bell pepper, sliced into strips
- ¼ cup Green onions, chopped
- ½ cup Cilantro, chopped
- ½ cup Frozen edamame soybeans, cooked
- 3 TB Pumpkin seeds, toasted



SALAD DRESSING

- ¼ cup Lime juice
- 4 TB Honey
- 2 TB Apple cider vinegar
- ¼ tsp. Ground cumin
- 1 TB Olive oil



INSTRUCTIONS

- In a large bowl, combine cabbage, carrots, bell pepper, cilantro, green onions and edamame.
- In a separate bowl, whisk together lime juice, honey, vinegar, cumin and olive oil to make dressing.
- Pour dressing over cabbage mixture and combine until well blended. Gently blend in diced avocado.
- Top with toasted pumpkin seeds and serve.



Turkey Avocado Wrap with Roasted Red Pepper Avocado Hummus

INGREDIENTS

- 1 **Avocado From Mexico**, pitted, peeled and sliced
- 6 oz. Turkey deli meat, thinly sliced
- 2 Lettuce leaves
- 1 Small tomato, sliced
- 2 Tortillas (10-inch)



ROASTED RED PEPPER AVOCADO HUMMUS

- 1 **Avocado From Mexico**, pitted and peeled
- ¼ cup Roasted red pepper hummus, prepared
- ¼ tsp. Salt



INSTRUCTIONS

- Roasted Red Pepper Avocado Hummus:** In a small bowl, roughly mash the avocado until slight chunky and smooth. Stir in hummus and salt until well combined.
- Evenly spread the hummus in the center of each tortilla. Layer with lettuce, tomato, turkey and avocado; roll tightly.





AvocadosFromMexico.com

For more information, contact your
Regional Trade Marketing Director