



EDUCATING
SHOPPERS
ON AVOCADOS



flip it!

WHY EDUCATION?

WHEN SHOPPERS UNDERSTAND EFFECTIVE AND EFFICIENT AVOCADO TECHNIQUES, IT WILL INCREASE CONFIDENCE, REINFORCE VALUE AND DRIVE PURCHASE.





THE TECHNIQUES

1. SELECT
2. RIPEN
3. PRESERVE
4. SERVE



SELECT

READY TO SELECT

Selecting the right avocado is key and ultimately leads to shopper satisfaction and increased perception of the fruit's value.



READY WHEN YOU'RE READY

READY TO
SELECT
YOUR AVOCADO?

for Now *for Later*



Pick avocados that yield to gentle pressure and have a darker skin color. Enjoy Immediately.



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



For more avocado tips, visit AvoReadiness.com

RIPEN

READY TO SPEED UP RIPENING

Knowing how to speed up ripening effectively is paramount to a shopper's avocado experience by allowing them to enjoy their avocado whenever they're ready.



READY WHEN **YOU'RE** READY

READY TO
RIPEN
YOUR AVOCADO?

Bag it!



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.



For more avocado tips, visit AvoReadiness.com

READY WHEN YOU'RE READY

READY TO
RIPEN
YOUR AVOCADO?

Bag it!



1

Place the avocado with uncooked rice 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.



For more avocado tips, visit [AvoReadiness.com](https://www.AvoReadiness.com)

READY WHEN YOU'RE READY

READY TO
RIPEN
YOUR AVOCADO?

Set it!

1

Set the avocado in a warm and sunny window or leave out on your counter.

2

Your avocado will be ready when it yields to gentle pressure and the skin color darkens. Ready to enjoy in 1-3 days.



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READY TO SLOW DOWN RIPENING

Colder environments, such as the refrigerator, assist in slowing down the ripening process to keep the avocado ready to enjoy anytime, allowing the shopper to get the most out of every avocado.



READY WHEN YOU'RE READY

READY TO SLOW DOWN
RIPENING
OF YOUR AVOCADO?

Chill it!

1

Place a ripe avocado in a refrigerator.

2

Ready to enjoy anytime.



For more avocado tips, visit AvoReadiness.com

PRESERVE

READY TO PRESERVE

By learning preservation techniques, shoppers can enjoy their avocados at their own convenience—ripe, delicious and ready to go during any part of the day or night.



READY WHEN YOU'RE READY

READY TO
PRESERVE
YOUR AVOCADO?
Coat & Cover!



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.



For more avocado tips, visit AvoReadiness.com



SERVE

READY WHEN YOU'RE READY

READY TO
PRESERVE
YOUR AVOCADO?
Wrap & Seal!

1

Take the halved avocado and place in a resealable plastic bag or wrap tightly in plastic wrap, sealing against the pit and flesh, then refrigerate.

2

Cold and airtight, your avocado is ready to enjoy anytime.



For more avocado tips, visit AvoReadiness.com

READY TO SERVE

From cutting to scooping and slicing to dicing, these serving techniques lead to shopper enjoyment, ease of use and increased appetite appeal for any recipe.



READY WHEN YOU'RE READY

READY TO SERVE

YOUR AVOCADO?

Cut, Twist & Scoop



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.



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READY WHEN YOU'RE READY

READY TO
SERVE
YOUR AVOCADO?
Cut, Dice & Scoop



1

Place on a cutting board and cut the avocado in half lengthwise around the pit. Twist halves apart and lift pit out with a spoon.

2

Carefully, slice or dice the avocado without piercing the skin.

3

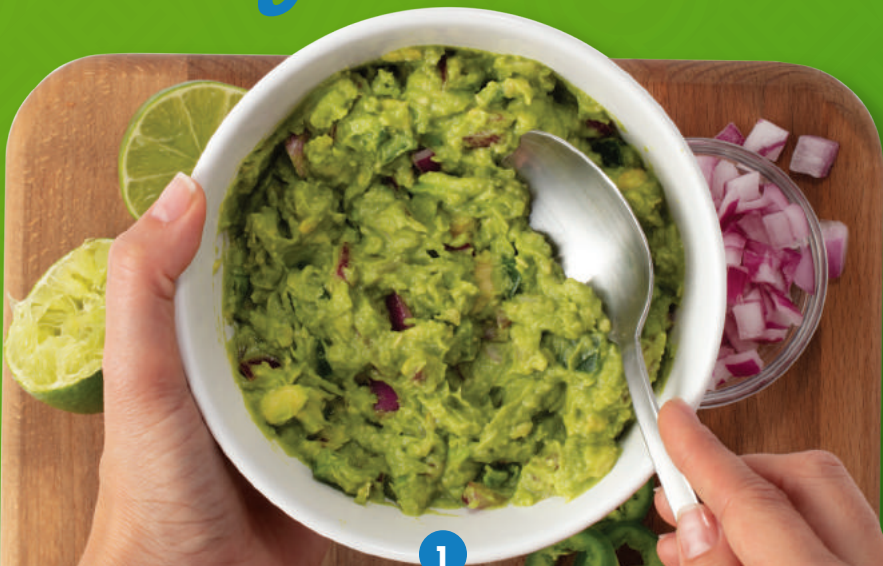
Gently spoon around the edges and scoop out to serve.



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READY WHEN YOU'RE READY

READY TO USE YOUR
OVERRIPE
AVOCADO?
Guac it!



1

Cut the avocado in half lengthwise, twist halves apart and lift pit out with a spoon.

2

Scoop avocado into a bowl and mash. Add your favorite ingredients. Mix and enjoy your guac.



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READY TO REVIEW

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.

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.

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SELECT

RIPEN

PRESERVE

SERVE

READY WHEN YOU'RE READY



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