

Smart & Sensible Snacking!



Avocados From Mexico, the #1-selling avocado has partnered with **Frito-Lay**, the leading snack food company, to create a health & wellness activation kit focused on snacking.

Snacking is definitely mainstream with 95% of American adults snacking at least once a day and 70% snacking more than twice a day.¹ Across all generations, people are snacking more than ever and are increasingly eating snack foods at main meals.² Time-starved shoppers want on-the-go convenience and better-for-you options that can help supply key nutrients.³

A KEY SNACKING OPPORTUNITY: GUAC AND CHIPS

- ▶ 58% of consumers said they use snacking as a way to add more produce to their diets.⁴ **Avocados From Mexico are worth every bite and are the perfect choice — mashed, diced, sliced and scooped out of the skin, they are a healthy fruit with good fats and nearly 20 vitamins and minerals.**
- ▶ Consumers review snack ingredient lists as transparency plays a significant role in consumers' snacking choices.² **Simply TOSTITOS® Blue Corn Tortilla Chips are made with three simple ingredients: organic blue corn, organic expeller pressed sunflower oil, and sea salt and do not contain artificial ingredients.**

WHAT'S INCLUDED?

As traditional grocery remains the most enduring channel for routine snack shopping¹, the tools and resources included are strategically created to help you promote health and maximize customer engagement to drive sales.

- ▶ In-Store Customer Nutrition Education to Highlight Sensible Snacking
- ▶ Merchandising Strategies to Maximize Incremental Sales
- ▶ Coupon Tear Pad Featuring a Recipe and Shopping List
- ▶ Smart Snacking Recipe Booklet Featuring the Hottest Consumer Trends
- ▶ Omnimedia Channel Social Media Assets

To download
a digital version
of this kit, visit
MyAvoNutrition.com

We recognize that as Retail Dietitians, you know your customers best. Please use the kit as best fits your needs. We'd love to hear your feedback on how you used this kit to create successful results at your retailer.

Thank you for your partnership in health!

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1. Consumer Goods Forum. Snack attack: Are you prepared for the latest trend? <https://www.theconsumergoodsforum.com/snack-attack-are-you-prepared-for-the-latest-trend>. Published September 12, 2019.

2. Romano, D. Snackification Takes Hold. Convenience Store News. July 7, 2017. <https://csnews.com/snackification-takes-hold>.

3. Fleener, DG. Portable Produce Brands at Retail Draws Consumers. Progressive Grocer. September 26, 2019. <https://progressivegrocer.com/portable-produce-brands-retail-draw-consumers>.

4. The Food Marketing Institute. The Power of Produce 2019. <https://www.fmi.org/blog/view/fmi-blog/2019/03/26/how-matters-as-much-as-what-in-produce-findings-from-the-power-of-produce-2019>