



**YEAR-ROUND
GOODNESS**

AvocadosFromMexico.com





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WE ARE MORE THAN WHAT WE GROW.

We are innovation-driven, demand-boosting avocado advocates. Since 2013, our Texas-based team of seasoned marketers has built equity and driven demand for fresh avocados across the U.S.

Recognized for crossing channels, breaking through and evolving beyond the industry, we are ready to meet America's craving for more than two billion pounds of avocados each year.

AND WE'RE HERE TO HELP YOU GET YOUR SLICE.

Contact your Avocados From Mexico Regional Director to learn more.



Avocados
From
Mexico
ALWAYS GOOD



MEETING THE AVOCADO DEMAND

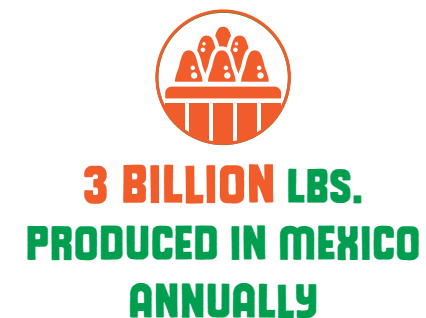
Shoppers love Avocados From Mexico® (AFM) because they're Always Good and always in season. At AFM, we understand that having access to year-round fruit, like the Mexican HASS avocado, is vital to everyone. It's why we created this guide to supply you with in-depth knowledge about our delicious fruit.

Contact your Avocados From Mexico Regional Director to learn more.

AVOCADO CAPITAL OF THE WORLD MEXICO

The avocado was born in Mexico and 82% of the U.S. avocado supply comes from the states of Michoacán and Jalisco. Their **rich volcanic soil, abundant sunshine and timely rainfall** provide the perfect microclimate for producing great tasting, creamy avocados that are always in season.

Avocados can arrive from an orchard in Mexico to the U.S. grocery store in 2-5 days



Source: NielsenIQ; Numerator.

MEXICO'S UNIQUE CLIMATE ENSURES YEAR-ROUND AVAILABILITY

Mexico is distinctive due to its rich geography and offers many natural wonders. The country is, and always will be, exceptionally proud of its diversity, culture and history. Following world-class industry standards, the Mexican avocado growers, packers and importers test the fruit down to the oil content, to ensure that only the creamiest avocados make it to market.

TOP-SELLING AVOCADO IN THE U.S.¹

- ▶ Leading supplier to U.S. market
- ▶ Over 2.7 billion lbs. imported to the U.S. in the latest 52 weeks¹
- ▶ 83% of the U.S. Market share in 2026¹



Sources: 1. Hass Avocado Board.



Each avocado is carefully harvested by hand at the perfect moment of maturity.

To ensure the highest quality, each avocado can be traced back to its orchard and harvest time.

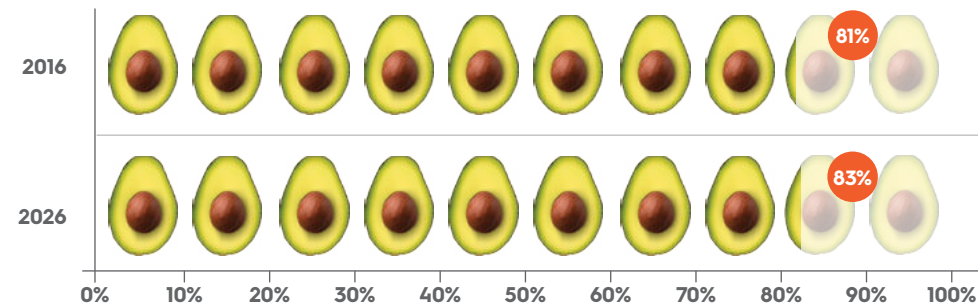
AVOCADOS ARE GROWING STRONG IN THE U.S.

IN THE LAST DECADE, AMERICANS DOUBLED AVOCADO CONSUMPTION PER PERSON TO ALMOST NINE POUNDS PER YEAR!

Mexico is America's Main Source for Avocados

There's no doubt about it. Americans love their avocados. With **83% market share**, Mexico is by far the largest supplier of fresh avocados to the U.S. and consistently so, **averaging 81% market share over the past 9 years.**¹

TOTAL U.S. AVOCADO MARKET SHARE FROM 2016 TO 2026



AFM produces over **83%** of the U.S. supply¹



Source: 1. NielsenIQ, Numerator. 2. Hass Avocado Board.

AMERICANS LOVE THEIR AVOCADOS

FOUND IN MOST HOMES

Avocados have reached 73.1% household penetration in the total U.S.¹

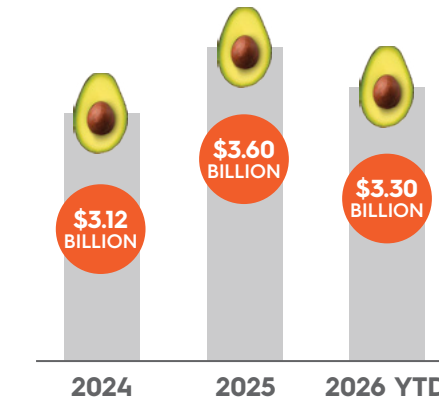
AVOCADO HOUSEHOLD PENETRATION



GAINING MOMENTUM

Avocado volume has had **continued growth over the last three years, averaging \$3.34 Billion** in the U.S. marketplace.¹

AVOCADO 3-YR DOLLAR VOLUME



Source: 1. NielsenIQ; Numerator.

GET TO KNOW YOUR AVOCADO SHOPPER

Let's take a closer look at who they are

Mexico's ideal climate for growing avocados allows us to produce over 83% of the U.S. supply.¹ As the industry leader, Avocados From Mexico has gained unique insights on who our shopper is and how to help retailers grow demand in their stores.

70% of all U.S. households
BUY AVOCADOS
12X PER YEAR



SPEND \$39⁴⁰

annually and an average of
\$3.25 on avocados
per shopping trip²

Source: 1. HAB. 2. Numerator

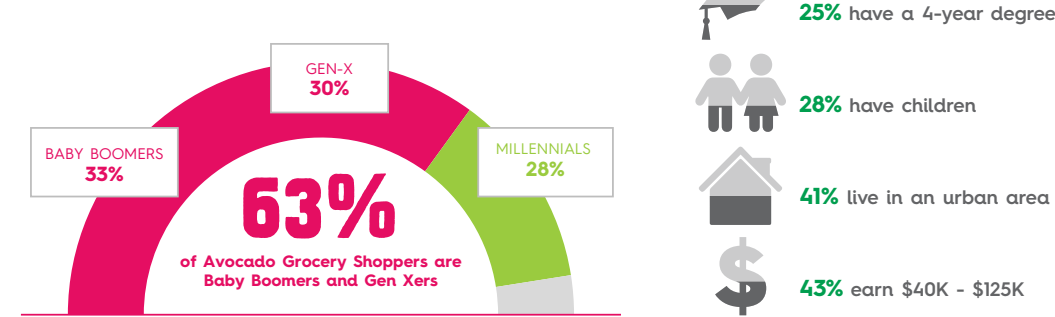
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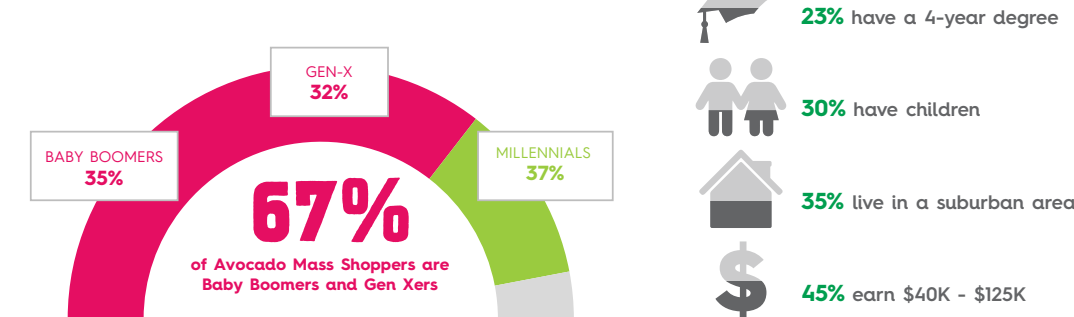
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KNOW WHO THEY ARE

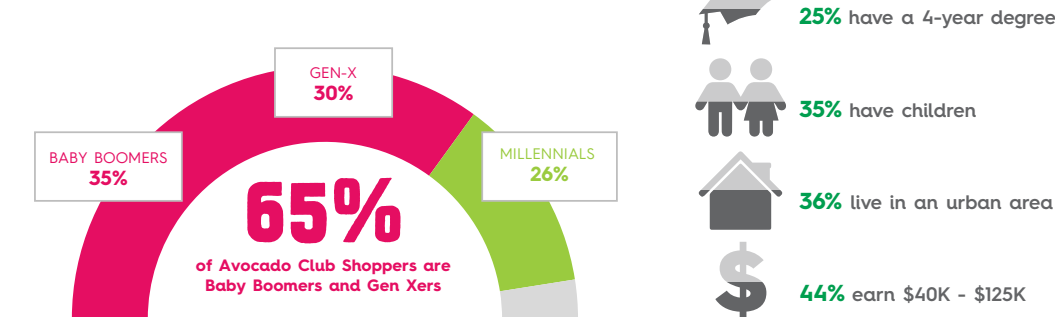
GROCERY CHANNEL



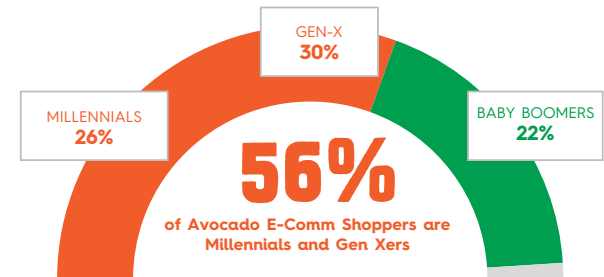
MASS CHANNEL



CLUB STORES



E-COMMERCE



MAKE AVOCADOS AN EASY CALL

Separate fruit into now-and-later sections, or use a ripe-and-ready sticker to call out riper fruit. It'll make individual avocado selection easier for smaller Baby-Boomer households and working Millennials with little time to cook.

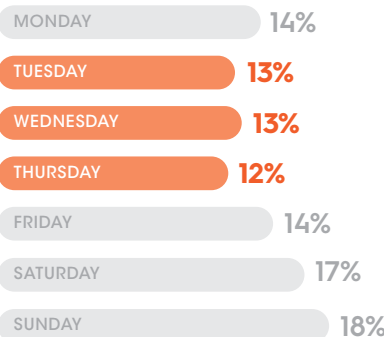


KNOW WHAT MOVES THEM

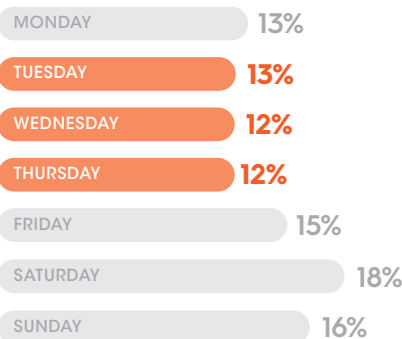
Avocado shoppers purchase largely on the weekend; however, Tuesday through Thursday are opportunities to drive a higher share of wallet due to more frequent trips made throughout the year by including avocado weekday sales events.

And when paired with the right marketing levers—coupons that drive planned purchases and displays that spark impulse buys—these midweek moments can boost incremental sales across Heavy, Medium and Light buyers.

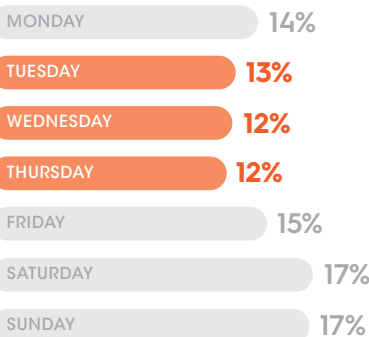
GROCERY CHANNEL



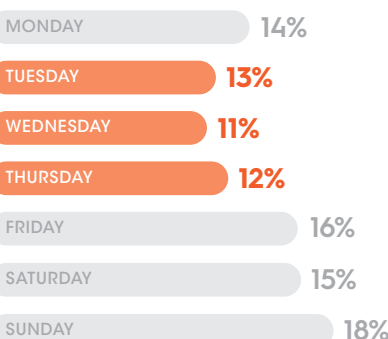
CLUB STORES



MASS CHANNEL



E-COMM



PROMOTE AT THE RIGHT TIMES

Capitalize on midweek occasions like Taco Tuesday to drive sales and boost basket ring.



AVOCADOS ARE A STAPLE

66% of shoppers buy to keep them on hand



PLACEMENT MATTERS

86% come from the regular bin, but 14% are picked up from special displays



RECIPES DRIVE DEMAND

22% purchase avocados when a dish calls for it



DEALS MAKE A DIFFERENCE

Shoppers influenced by coupons or special offers overindex by 1.2X

Source: Numerator Insights Panel; Advanced Shopper Profile; 8/11/2025 - 8/9/2026.

Source: 1. Numerator Insights Panel; Shopper Comparison; 8/11/2025 - 8/9/2026. Food Channel Avocado Shoppers (n=79,335), Ecommerce Avocado Shoppers (n=14,692), Club Channel Avocado Shoppers (n=18,261), Mass Channel Avocado Shoppers (n=46,887). 2. Prodege, Produce Brand Tracker, FY25

KNOW HOW MUCH THEY SPEND

GROCERY CHANNEL

8/11/2025 – 8/9/2026

Average spend
with avocados

\$88⁰⁰



The average grocery
basket is **\$33.44**
without avocados.

MASS CHANNEL

8/11/2025 – 8/9/2026

Average spend
with avocados

\$73¹⁶



The average grocery
basket is **\$14.72**
without avocados.

CLUB STORES

8/11/2025 – 8/9/2026

Average spend
with avocados

\$83⁹⁵



The average grocery
basket is **\$74.51**
without avocados.

E-COMMERCE

8/11/2025 – 8/9/2026

Average spend
with avocados

\$115⁹⁹



The average grocery
basket is **\$54.82**
without avocados.

83%
bulk volume share



Pantry stock ups

The majority of trips are pantry stock ups,
(21+ items on the trip); however, the trips are
more fill ups (11-20 items) at Club Stores.



GROCERY CHANNEL

PANTRY STOCK UPS **40%**

FILL UPS **31%**

E-COMMERCE

PANTRY STOCK UPS **69%**

FILL UPS **23%**

CLUB STORES

PANTRY STOCK UPS **26%**

FILL UPS **40%**

MASS CHANNEL

PANTRY STOCK UPS **47%¹**

FILL UPS **30%**

SHOPPERS LOVE OPTIONS

Bulk avocados are more
popular, but shoppers like
bagged avocados too.
Create a merchandising
solution for shoppers with
a secondary display like an
avocado bag rack. Offering
both can help move volume.

61% BULK **39% BAGGED²**

MULTIPLE DISPLAYS DRIVE SALES

Make sure your secondary avocado displays are
strategically placed around your store.



These year-round Farmers Market displays are a perfect way
to inspire shoppers to buy fresh avocados!

Sources: 1. Numerator Insights Panel; Shopper Comparison & Basket Affinity; 8/11/2025 – 8/9/2026, 2. NielsenIQ W/E: 9/15/2024.

Contact your Avocados From Mexico Regional Director to learn more.

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THE MAGIC OF MERCHANDISING

When more avocados are on display, there is a clear lift in avocado units. More avocados on the produce floor yielded a 13% increase in unit sales compared to control stores.

GENERAL DISPLAY



AFM DISPLAY



Source: GameChanger Merchandising Test
Key Details: 1. 20 test stores, 4 control stores in DFW market. 2. Displays were built and maintained by GameChanger (vendor), not store employees. 3. Featured product = large Hass avocados (48). 4. 7-week activation period. 5. No promotions supporting feature item during test period.

Contact your Avocados From Mexico Regional Director to learn more.

BASKET BOOSTERS

Avocados give everyone a boost. When they're in the basket, these departments get a basket lift too. Avocado displays in those departments make that boost even bigger.

THE DISPLAY DIFFERENCE

AFM-branded displays placed throughout the store helped boost sales for those departments, especially meat.



+19%



+5%



+4%



AN AVOCADO LIFT

With Avocados From Mexico in the basket, sales in these departments lifted, especially in the deli department.



+19%



+13%



+7%



Source: GameChanger Merchandising Test
Key Details: 1. 20 test stores, 4 control stores in DFW market. 2. Displays were built and maintained by GameChanger (vendor), not store employees. 3. Featured product = large Hass avocados (48). 4. 7-week activation period. 5. No promotions supporting feature item during test period.

Contact your Avocados From Mexico Regional Director to learn more.

AVOCADOS FROM MEXICO'S THREE STRATEGIC PILLARS

What you focus on – grows

At Avocados From Mexico, we keep our focus on Education, Health & Wellness and Core Uses to accelerate long-term category growth for our company, our category and our partners.

Read on for
our best tips
on how to take
full advantage
of every pillar.



Contact your Avocados From Mexico Regional Director to learn more.

1 EDUCATION

The opportunity with education is to improve techniques where users are most likely to feel that fruit is not being wasted and increase awareness of the techniques to build confidence and value.



2 HEALTH & WELLNESS

This Supergood® fruit can do a lot of good for your store. Remind shoppers of its many health benefits like good fats and nearly 20 vitamins and minerals with our health and wellness displays and signage.



3 CORE USES

Avocados infuse meals with flavor, adding richness and vitality to every occasion. The four core uses below can inspire shoppers to add avocados to their baskets.



Guacamole



Mexican
Handhelds



Salads



Traditional
Handhelds

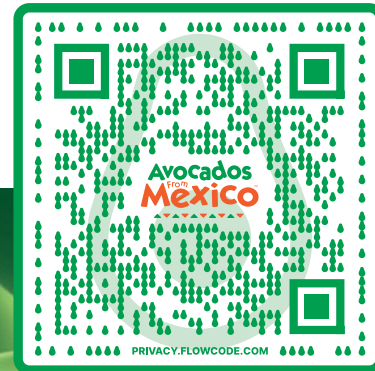


Contact your Avocados From Mexico Regional Director to learn more.

TIPS FOR YOUR SHOPPERS

Avocado education is the key to driving future purchases

Some consumers are confused about how to select, ripen, preserve and serve their avocados. Helping shoppers understand more effective and efficient avocado techniques will increase shopper confidence, mitigate feelings of uncertainty and encourage action.



SCAN to learn more
about our Avocado
Education tools



BAG IT TO RIPEN FASTER

TIP:
Place avocado and banana in a paper
bag. The avocado will be ready in 1-3
days when it darkens and gives to
gentle pressure. Check daily.



PICK FOR NOW & LATER

TIP:
Darker color
& yields to gentle
pressure for **NOW**.

TIP:
Greener color
& more firm
for **LATER**.



SAVE IT FOR LATER

TIP:
Cover avocado in lemon juice.
Wrap tightly and refrigerate.



KEEP FRESH LONGER

TIP:
Place a **RIPE** avocado in the fridge to
slow down ripening for up to 7 days.



TIPS FOR PRODUCE PROFESSIONALS

Avocado best practices

Knowing how to identify ripeness and the best ways to store and display your avocados can help put more avocados in shoppers' baskets.

RECEIVING & HANDLING

- Store avocados at room temperature in a dry place, away from misting systems.
- Check display often to remove any damaged fruit.
- Cross merchandise with companion items like tomatoes, onions, lemons or limes for a more attractive display. To prompt impulse purchases, include side stacks of companion items on a secondary display.



STAGES OF RIPENESS

Make sure your avocados are ready when you are by learning the five stages of ripeness.

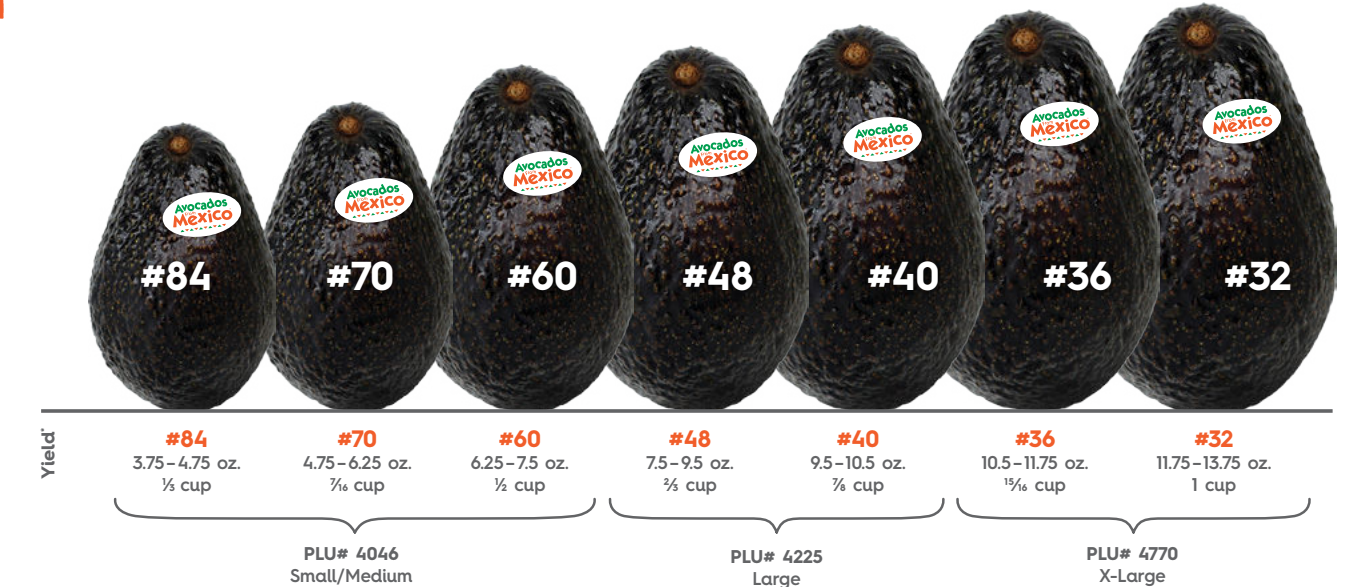


AVOCADO SIZE CHART

The right avocado solution is always in season

Available 365/24/7, Avocados From Mexico comes in various sizes, making it easier to successfully meet different shoppers' needs and increase sales. You can also implement a fresh guac program to help manage shrink.

- Small Avocados
- Large Avocados
- Extra Large Avocados
- Bag Avocados
- Fresh In-Store Made Guac

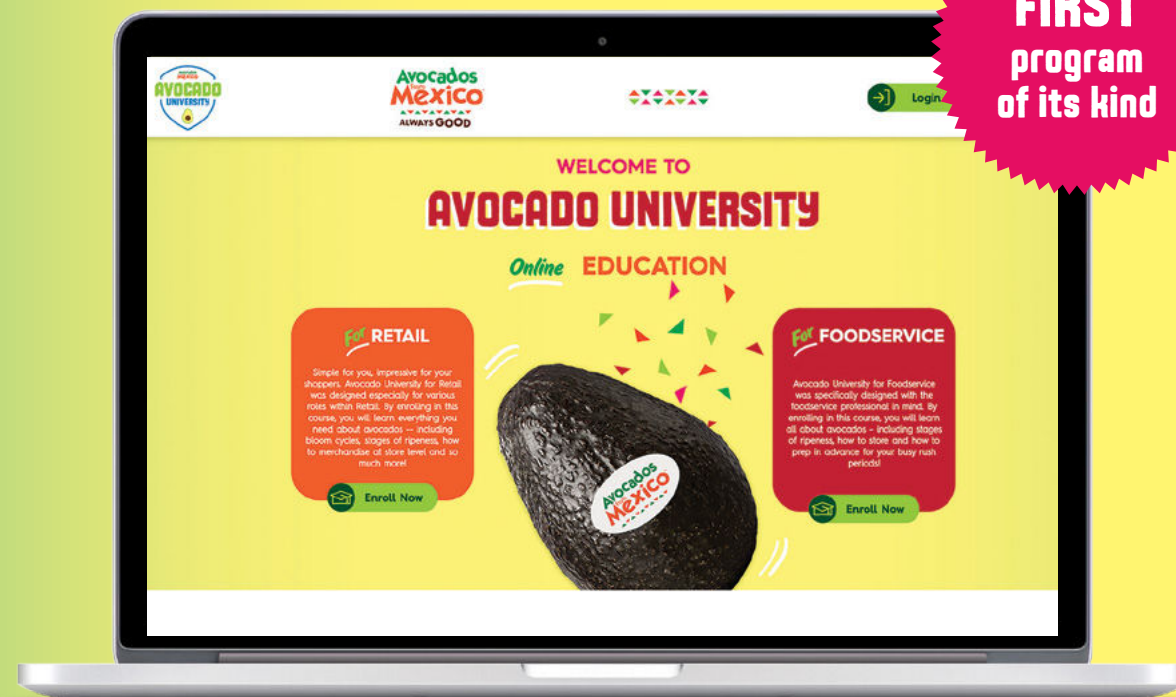


*Not to scale. Yield and height are approximations. ©2020 Avocados From Mexico

ENROLL IN AVOCADO UNIVERSITY

Now Free and Online!

FIRST
program
of its kind



A free certification program about Avocados From Mexico and the avocado category for produce professionals.

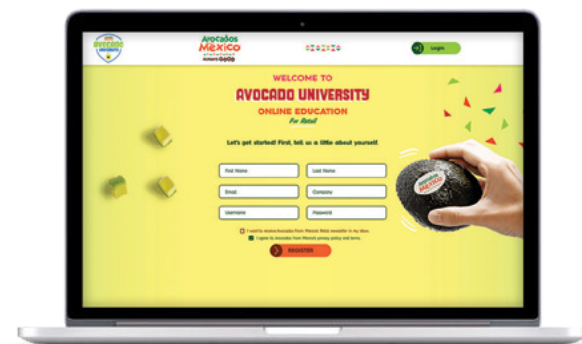
Get your free certification at: AvoEasy.com

Contact your Avocados From Mexico Regional Director to learn more.



**Simple for You,
Impressive for
Your Shoppers**

Designed specifically for all the unique roles on your team, at AvoU you can learn all about avocados including our best merchandising tips, preservation and ripening tricks for your shoppers and lots more.



AVOCADOS ARE ALWAYS GOOD®

There's a lot of good in avocados,
giving you lots of good things
to share with shoppers.



Nutrition information is provided per serving. 1 serving = one-third of a medium avocado or 50 grams. 1 avocado provides 3 servings. According to the FDA, a "good source" contains > or equal to 10% of the Daily Value. *for 1/3 an Avocado



Heart Healthy

Fresh avocados are a heart healthy fruit. They provide naturally good fats, are low in saturated fat, and are cholesterol-free and sodium-free.



Nutrient Booster

Because they contain unsaturated fat, avocados are a unique and healthy fruit that can act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.



Weight Management

Replacing high calorie snacks with nutrient dense foods, like avocados, is a nutritious way to help people eat healthier. The Dietary Guidelines for Americans recommend small shifts in food choices to help people achieve overall healthy eating patterns.



Vitamin E

Healthy avocados contain 6% of the daily value for vitamin E. It's an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.

Contact your Avocados From Mexico Regional Director to learn more.

BUILD BIGGER BASKETS WITH CORE USES

We've got a recipe for that

Avocados are especially versatile with appropriate uses year-round. In-store activations featuring each of AFM's four core uses remind shoppers of America's most popular dishes and the many ways avocados can be prepared, while also boosting basket sales and repeat visits throughout the year.



Check out
our craveable
recipes



Source: AFM Consumer Shopper Study 2020.

Contact your Avocados From Mexico Regional Director to learn more.

GUACAMOLE

Guac is the #1 use for avocados and the Big Game is the single biggest occasion for sharing guac with friends.

KEY OCCASIONS

- Fall Football
- The Big Game
- Cinco de Mayo
- Summer Grilling



FETA GUAC

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.

KEY OCCASIONS

- Hispanic Heritage Month
- College Basketball



BAJA FISH TACOS

SALADS

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



SUPERFOOD SALAD

TRADITIONAL HANDHELDS

Burgers, sandwiches, sliders and wraps are all prime opportunities to add some avocado excitement.

KEY OCCASIONS

- Fall Football
- Memorial Day



GUACAMOLE BURGER

Contact your Avocados From Mexico Regional Director to learn more.

PLANNING AHEAD

WITH AVOCADOS FROM MEXICO

Boost basket ring every season

There's no limit to our creativity when it comes to pairing fresh avocado with the most popular food trends. Whether you need an in-store idea for a single event or want help getting avocados in baskets year-round, we're up for the challenge.



YEAR-ROUND DISPLAYS

Eye-catching and easy to assemble, these temporary corrugate displays are easy to shop and drive volume year-round.

FARMERS MARKET DISPLAYS

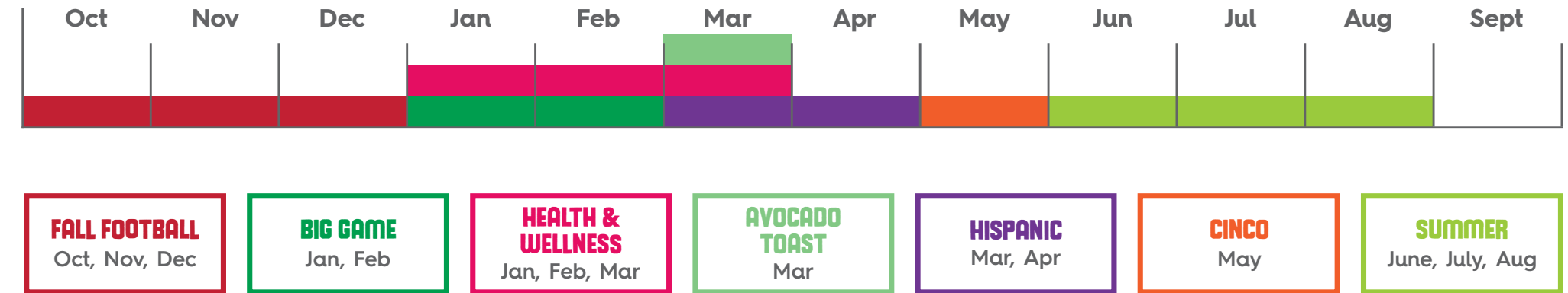


MOLCAJETE BINS



OUR INSIGHTS IN ACTION

We've taken out all the guesswork. We've learned the best times and the best ways to reach our shopper year-round.



WHY PARTNER

WITH AVOCADOS FROM MEXICO

Everything you need to succeed

Our 360° approach covers the entire path to purchase and our innovative strides are changing the dynamic in produce. As we strive to be a valued partner, we are continually developing new ways to better serve both shoppers and retailers, boosting basket sales and repeat visits throughout the year.



- Category Insight & Analytics/Expertise
- Shopper Expertise & Programming
- Trade Marketing Support
- Education Resources & Training
- Health & Wellness Programming
- Merchandising Expertise & Support

Contact your Avocados From Mexico Regional Director to learn more.

IT'S ALWAYS GOOD TO SUCCEED

There are exciting opportunities at every turn with Avocados From Mexico, and we want to help you benefit from every single one. If you're ready to boost basket size, get a category lift and connect with your shoppers, then we're ready to show you how.

Contact your Avocados From Mexico Regional Director to learn more.



AvocadosFromMexico.com