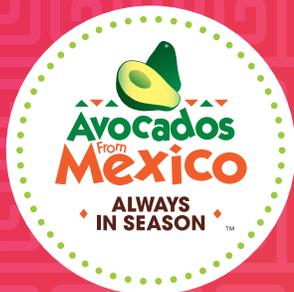


# DRESS YOUR SALADS IN HEART HEALTHY AVOCADOS.

WORTH EVERY BITE.



RETAIL HEALTH PROMOTION SALADS & DRESSINGS KIT

[MyAvoNutrition.com](http://MyAvoNutrition.com)

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

# IT'S A FACT: SALADS ARE TRENDING!

Avocados From Mexico is introducing delicious and nutritious avocado-inspired salads. Whether you're striving to improve your nutritional intake, increase your intake of plant foods or simply enjoy a delicious meal—these salads give you a double-dose of avocado goodness by featuring avocado dressings too!

Creamy avocado dressings give you an extra dose of good fats, while maximizing freshness. Avocados are the superstar ingredient of good nutrition. Celebrate the versatility and nutritional benefits of fresh Avocados From Mexico throughout the year with savory, sweet and seasonal salads and dressings!



## IT'S A FACT!

- ▶ Avocados are a popular ingredient in salads. **84% OF CONSUMERS REPORT EATING AVOCADOS AS PART OF SALADS.**<sup>1</sup>
- ▶ **52% OF CONSUMERS WHO PURCHASE SALAD SAY THEY FEEL HEALTHIER AFTER EATING MEALS THAT INCLUDE SALAD.**<sup>2</sup>

- ▶ With annual sales exceeding \$100M, emerging salad chain restaurant concepts Sweetgreen, Chopt Creative Salad Co. and Tender Greens are **POPULARIZING SALADS AS THE NEW FRESH, HEALTHIER FAST FOOD.** Top-selling, top-rated salads: Guacamole Green Salad (Sweetgreen), Chicken Tinga Bowl (Chopt), and the Happy Vegan (Tender Greens).<sup>3</sup>
- ▶ Health drives plant-based eating (DSM, 2019). **23% OF CONSUMERS SAY THEY ACTIVELY SEEK OUT FOODS OR FOLLOW A DIET FOR HEALTH BENEFITS** most often for weight loss, energy, digestive health and heart health. All of these health benefits can be attributed to eating more fruits & vegetables.<sup>4</sup>
- ▶ **97% OF SHOPPERS STRIVE TO EAT MORE FRESH PRODUCE.** They target dinner, snacking and lunch for increased produce consumption.<sup>5</sup>



### SOURCES:

1. Hass Avocado Board. 2018 Consumer Tracking Study.
2. Technomic. 2018 Soup and Salad Consumer Trend Report.
3. The Atlantic. Business Online. "America's \$300 Million Salad Industry." <https://www.theatlantic.com/business/archive/2015/07/america-millions-salad-industry/397574/>
4. DSM. Consumer Insights Report: Plant Power, What's Behind The Market Growth For Plant-Based Foods? International Food Information Council (IFIC). 2019 Food and Health Survey.
5. The Food Marketing Institute. 2019 The Power of Produce: An In-Depth Look at Produce Through the Shopper's Eyes.

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# INCREASE AVOCADO & SALAD SALES

# RETAILER SOLUTIONS

# AND STRATEGIES

Looking to increase incremental in-store sales opportunities? Want to capture a greater share of the fast-growing online business? More than ever, promoting avocados as part of salad meals is a recipe for success. Check out the stats below!

**BONUS:** This year, we've added avocado dressings as an exciting new path to incremental sales.

## BOOST SALES & CUSTOMER HEALTH WITH AVOCADO SALAD SOLUTIONS

### DIETITIAN'S DEMO STATION

FEATURE SEASONAL INGREDIENTS TO PROMOTE SALADS AND DRESSINGS THROUGHOUT THE YEAR

- Provide key nutritional talking points for avocados and an avocado salad recipe.
- Highlight avocados as a smart choice, "fats with benefits," and demonstrate how easy it is to make delicious dressings.

### PRODUCE DEPARTMENT

ATTRACT SHOPPERS WITH A MERCHANDISING DISPLAY

- Feature a value-priced salad meal deal as a Grab & Go option. **EXAMPLE: Avocado + Salad Kit + Rotisserie chicken (prepared foods)**

### DELI & PREPARED FOODS

CAPTURE MORE PREPARED FOOD SALES WITH AVOCADOS FROM MEXICO SALAD INSPIRATION

- Prepare a "salad of the week" using fresh avocados for heart health minded consumers. **EXAMPLE: BLT + Avocado Pasta Salad**
- Prepare creamy deli salads (such as egg, tuna, chicken and potato) with avocado in place of/or in addition to mayonnaise.
- Give customers the option to buy deli salads served in half of an avocado ("Avocado Boat") **HINT: Pair avocados with your deli department's top sellers**

### ONLINE DELIVERY PLATFORM

SIMPLIFY HOME MEAL PREP BY OFFERING A GRAB & GO HEALTHY SALAD MEAL KIT

Provide time-saving cart customization options like:

- Fresh Avocados From Mexico (bagged or PLU for individual items)
- Add-on protein items such as rotisserie chicken, cooked shrimp/beef and vegetarian options (i.e, canned beans, tofu, edamame)
- Bagged salad (options) and add-on salad dressing ingredients such as avocados, limes, olive oil, white wine vinegar etc. **HINT: encouraging shoppers to make salad dressings at home is a great way to boost incremental produce sales!**

## DID YOU KNOW?

- ▶ **40%** of all produce is sold on merchandising.<sup>1</sup>
- ▶ Nearly **half of all shoppers** have purchased food items online. Capture the online dollar by reassuring customers that produce quality is carefully selected for optimal quality.<sup>2</sup>
- ▶ **Online purchases of fresh produce are up 50%** vs. previous year.<sup>2</sup>
- ▶ **74% of shoppers** report they would buy more avocados if they saw more "displays around the store" to remind them of avocados.<sup>3</sup>

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#### SOURCES:

1. The Food Marketing Institute. 2019 The Power of Produce: An In-Depth Look at Produce Through the Shopper's Eyes. [https://www.fmi.org/docs/default-source/webinars/the-power-of-produce-2019-pdf.pdf?sfvrsn=e06f4a6e\\_0](https://www.fmi.org/docs/default-source/webinars/the-power-of-produce-2019-pdf.pdf?sfvrsn=e06f4a6e_0). Published March 2019. \*\*citation on page 3
2. The Retail Feedback Group. 2018 U.S. Online Grocery Shopper Study. November 2018. [https://www.retailfeedback.com/images/pdf/Online\\_Grocery\\_Shopper\\_Study\\_2018\\_Press\\_Release.pdf](https://www.retailfeedback.com/images/pdf/Online_Grocery_Shopper_Study_2018_Press_Release.pdf).
3. 2016 Avocados From Mexico Shopper Mindset Study <https://avocadosfrommexico.com/trade/marketing-resources/shopper-mindset/>

# MEALTIME MADE SIMPLE

# GRAB & GO

# FRESH GUACAMOLE

# SALAD KIT



Check out our Grab & Go Healthy Salad Meal Kit solution below to provide your busy shoppers with everything they'll need for a healthy meal on the go! Featuring Avocados From Mexico and other fresh produce options, including fresh ingredients for home-prepared salad dressings. Using prepared foods like rotisserie chicken, it can be repurposed for online ordering platforms and drive traffic to other departments.

## WHY HOMEMADE DRESSINGS?

Fresh ingredients mean more nutrients and better taste—without the saturated fats and preservatives often found in creamy dressings. Avocados offer good fats with benefits!

## OUR FEATURED MEAL KIT: THE FRESH GUACAMOLE SALAD MEAL SOLUTION\*

- Fresh Avocados From Mexico (for topping & dressing)
- Mixed baby greens
- Chicken
- Cilantro
- White wine vinegar
- Lime juice
- Grape tomatoes
- Jalapeño pepper



**Avocados** from **Mexico** <sup>TM</sup>  
◆◆◆ ALWAYS IN SEASON ◆◆◆

Find this recipe and more at  
[AvocadoSaladCenter.com](http://AvocadoSaladCenter.com)

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# LATEST RESEARCH SUPPORTING HEART HEALTH BENEFITS OF AVOCADOS

Avocados can be a part of a heart healthy diet and lifestyle. This unique fruit contains both monounsaturated and polyunsaturated fats (good fats) in addition to dietary fiber and nearly 20 vitamins and minerals!

Research on avocados continues to build evidence for their role in supporting overall health and heart health. Findings from two recent studies support the hypothesis that a higher proportion of good fats in a diet vs. a low-fat diet has heart health benefits.

## 1. September 2018, published in *Nutrients* - Avocado Fruit on Postprandial Markers of Cardio-Metabolic Risk: A Randomized Controlled Dose Response Trial in Overweight and Obese Men and Women (Park, E. et al.)

Based on these findings, researchers concluded that **eating a meal containing one-half or a whole avocado** compared to an isocaloric, low-fat, high-carbohydrate meal **may improve acute markers of heart health in middle-aged, overweight/obese adults**. The findings in this study align with a growing body of evidence supporting avocados as heart-healthy.

This study included a **half an avocado or one whole avocado** in the breakfast meals; more research is needed to determine whether the results could be replicated with consumption of a single serving, one-third of a Hass avocado. Conclusions drawn are from one single-study that cannot be generalized to all populations. There is a need to further understand the race/ethnic disparity in diet therapy and how results might vary. The study design does not allow for making conclusions about long-term effects, which will require additional studies.

## 2. April 2018 published in the *American Journal of Clinical Nutrition* – Avocado consumption and risk factors for heart disease: A systematic review and meta-analysis (Mahmassani et al.)

Based on the findings below, researchers concluded that, although the current scientific literature is limited, avocados may improve some blood lipids when compared to a low-fat control. Avocado intake may also improve blood lipid levels in subjects with an elevated risk for cardiovascular disease.

When reported, the **daily avocado intake dose ranged from 1 to 3.7 medium avocados**. Only studies of at least three weeks in length were included in the analysis. Results should be interpreted with caution. Additional long-term trials are needed to assess the effect of avocado intake on blood lipid levels and other CVD risk factors.



Nutrition information is provided per serving. 1 serving = one-third of a medium avocado or 50 grams. 1 avocado provides 3 servings.

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## FATS WITH BENEFITS! NUTRITIONAL TALKING POINTS

- ▶ **NATURALLY GOOD FATS:** 75% of the fat in avocados is good fat.
- ▶ **GOOD SOURCE OF FIBER AND FOLATE:** Avocados contain 11% DV of fiber and 10% DV of folate.
- ▶ **ZERO SUGAR:** Avocados contain the least amount of sugar per serving than any other fruit.

# KEEP THE CONVERSATION GOING!

Social media is a great way to stay connected and relevant to your shoppers. With Avocados From Mexico, you'll always have something exciting to share because we put a wealth of information and resources at your fingertips. Check out our collection of shoppable recipes, get the skinny on our new avocado dressings and look to us for the latest nutritional findings. We're here to help! Below, you'll find some examples of social media posts and graphics you can share with your followers. Enjoy!

## INSTRUCTIONS FOR SOCIAL POSTS

**TAG US:** Please include the appropriate AFM social media handle (@AvocadosFromMexico or @AvosFromMexico) when posting so that we can follow your retailer and possibly re-post to our millions of followers too!

**#HASHTAGS:** Include hashtags (#) provided to help shoppers and others find targeted content on #AvocadoSalad, etc.



## SAMPLE SOCIAL MEDIA POSTS

### NUTRITION POSTS FROM THE EXPERTS: YOUR RETAIL RD

- Ask for a Registered Dietitian the next time you visit your supermarket—these in-store experts can help with avocado nutrition questions, recipe inspiration and so much more! #GoodFats #AvocadosFromMexico
- Do you want an easy way to boost fruit and vegetable intake? Eat more #AvocadoSalad! It's easy to eat more produce when it comes to #AvocadosFromMexico
- Ask a #RetailRD to explain the benefits of #GoodFats and how to make smarter choices for heart health.



### RECIPE POSTS FOR SALADS

- Adding #AvocadosFromMexico to salads is an easy way to boost flavor and heart health #GoodFats #AvocadoSalad
- Get more #AvocadosFromMexico salad inspiration at: [AvocadoSaladCenter.com](http://AvocadoSaladCenter.com)
- Learn how to make this delicious #AvocadosFromMexico Kale Cobb Salad [bit.ly/2YFORvC](http://bit.ly/2YFORvC) #AvocadoSalad
- Get #AvocadoSalad inspiration on #AvocadosFromMexico Pinterest boards [pinterest.com/AvosFromMexico/](http://pinterest.com/AvosFromMexico/)
- If you want a #GoodFats chicken salad try this #AvocadosFromMexico Zesty Chicken Salad served in lettuce cups! [bit.ly/2MXhZak](http://bit.ly/2MXhZak) #AvocadoSalad



### RECIPE POSTS FOR DRESSINGS

- Avocados are a nutrient dense, versatile fruit with dietary fiber. Give a flavor boost to salads or make creamy, delicious salad dressing with #AvocadosFromMexico
- Use #AvocadosFromMexico next time you want a creamy, delicious and nutritious salad dressing #AvocadoSalad

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FOLLOW AND TAG US!



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