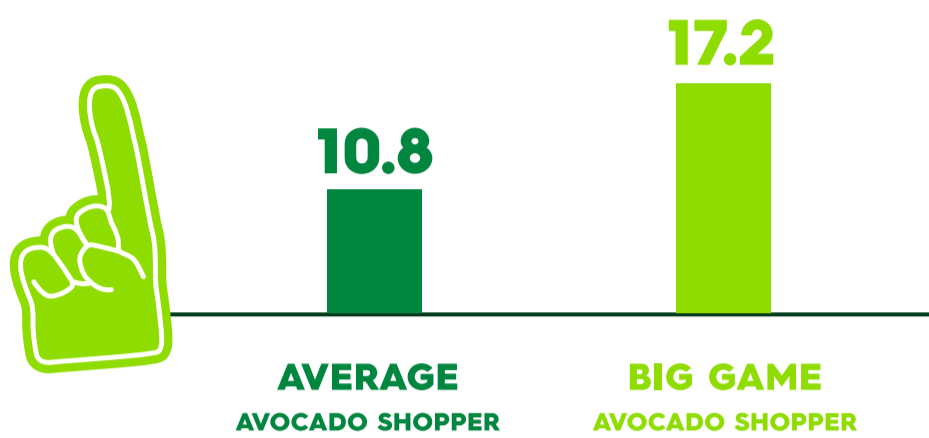


# Know Your Avocado BIG GAME SHOPPER

## first DOWN

Big Game avocado shoppers make more trips per year<sup>1</sup>



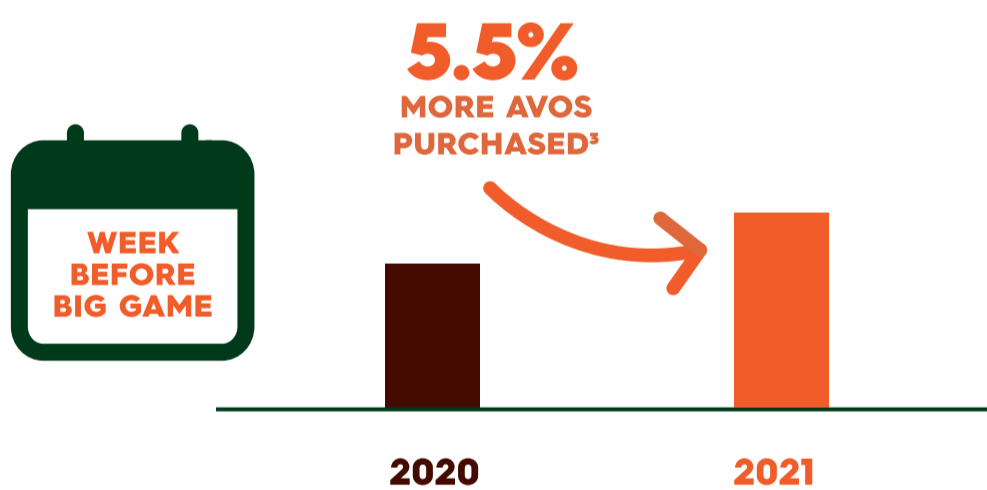
## second DOWN

Basket Rings 10 days before the Big Game<sup>2</sup>



## third DOWN

Avocados purchased leading up to the Big Game.



## Touchdown!

So, make sure your secondary avocado displays are strategically placed around your store to be ready.



Contact us to learn how we can help drive in-store avocado sales in time for the Big Game and all year round.



Source: 1. Numerator Basket Affinity Report for 4/20/2020 to 4/18/2021, all channels. 2. Numerator Basket Affinity Report for 1/29/2021 to 2/7/2021, all channels. 3. AFM calculation based on data reported by Nielsen. Retail Index Service for Whole Avocado Category for the 1-week period ending 2/13/21. Total US xAOC Market (©The Nielsen Company). 4. AFM Shopper Mindset Study 2016.