



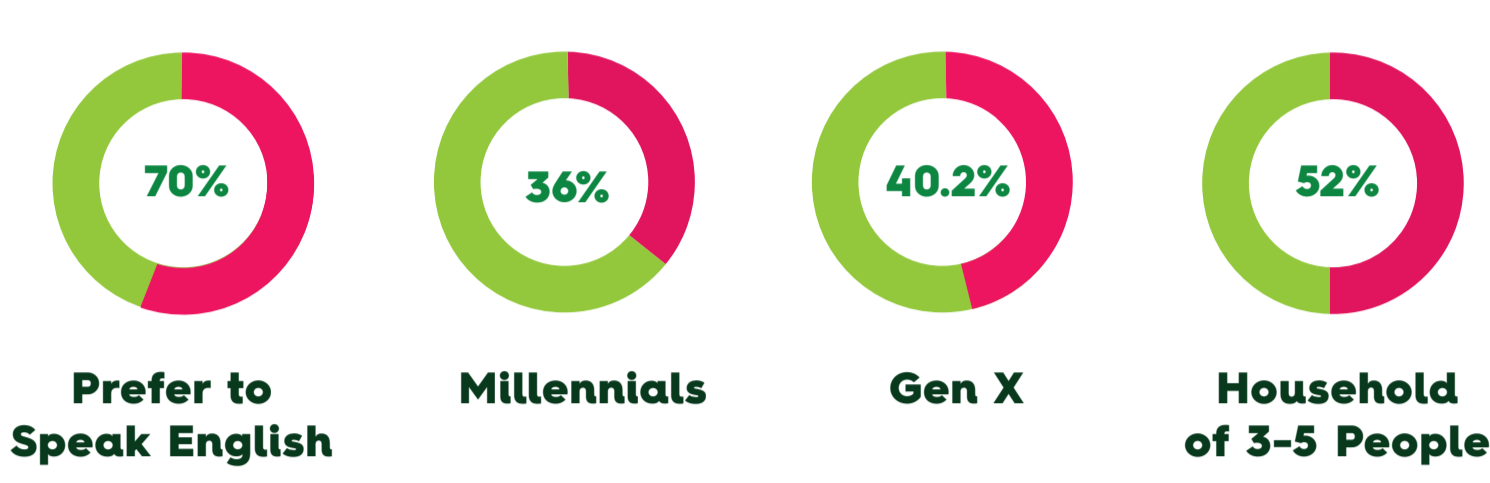
Hispanic Avocado Shopper Profile: SAVVY BLENDERS

Who Are Savvy Blenders?

Savvy Blenders are bicultural, younger, and have larger families who cook at home, are budget-conscious, prefer to speak English, and are heavier avocado buyers than Non-Hispanic buyers. They have a high penetration rate with a large market opportunity, spending 1.5x more on avocados than Non-Hispanic avocado buyers.¹

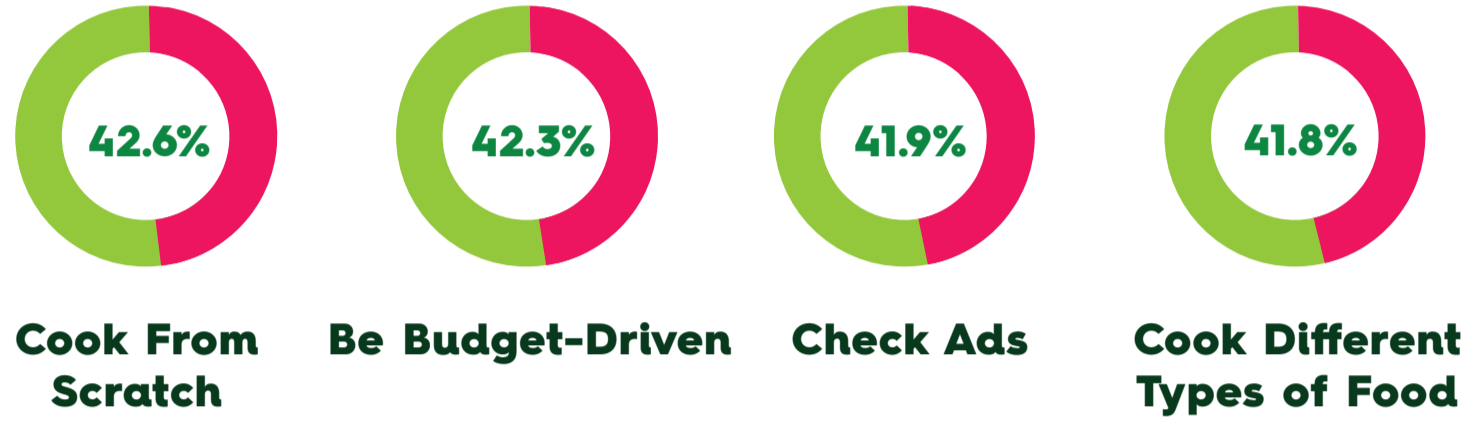


SAVVY BLENDER DEMOGRAPHICS



PSYCHOGRAPHICS

Savvy Blenders are more likely than Non-Hispanics to:¹



MEDIA CONSUMPTION

Almost 18% of Savvy Blenders say they are most influenced by social media, with 78% using Facebook and 62% using Instagram.¹

Exposed touchpoints:¹



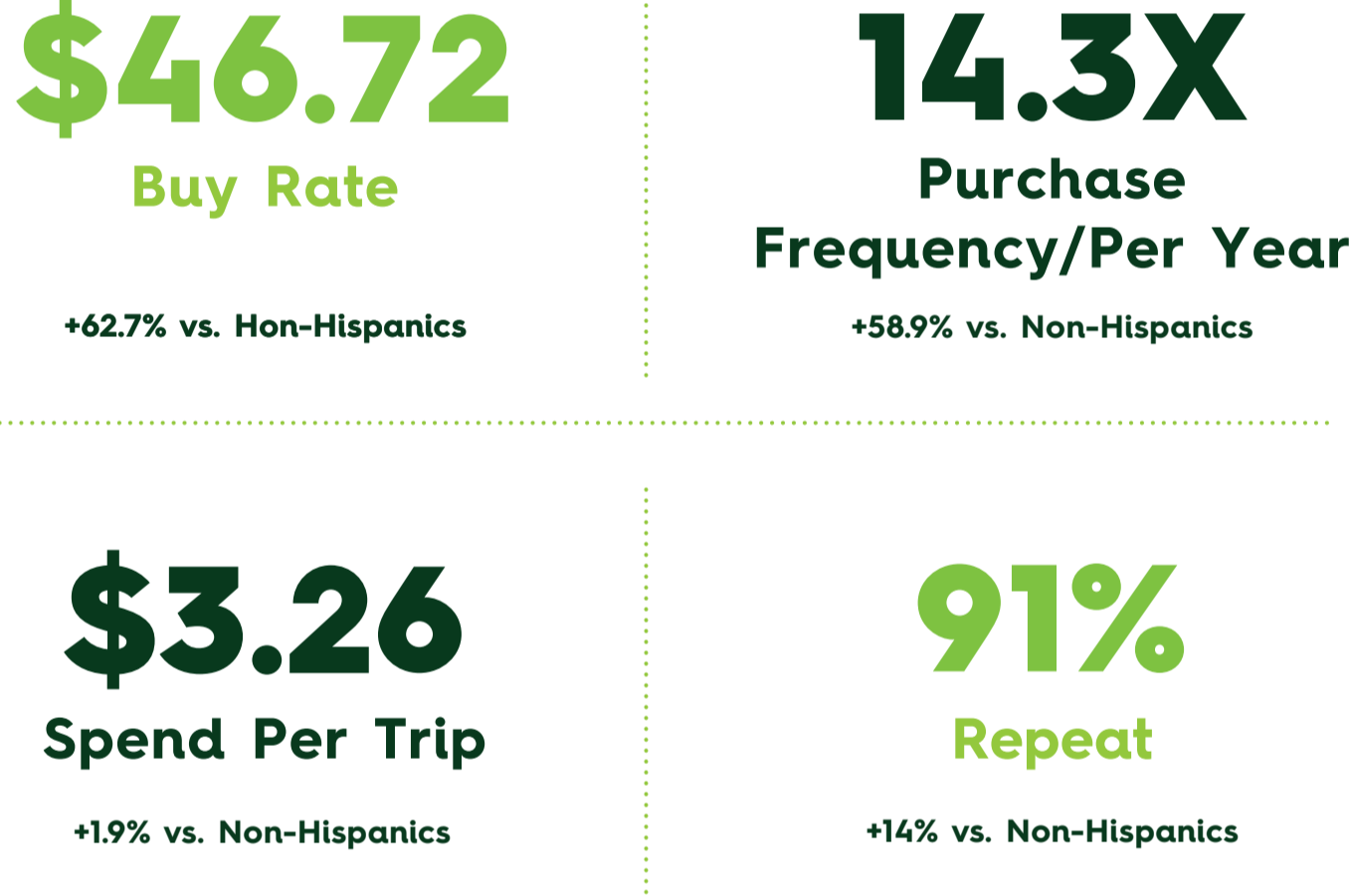
Most influential touchpoints:¹



39% of Savvy Blenders associate advertising with a way to stay up to date.¹

PURCHASE FREQUENCY

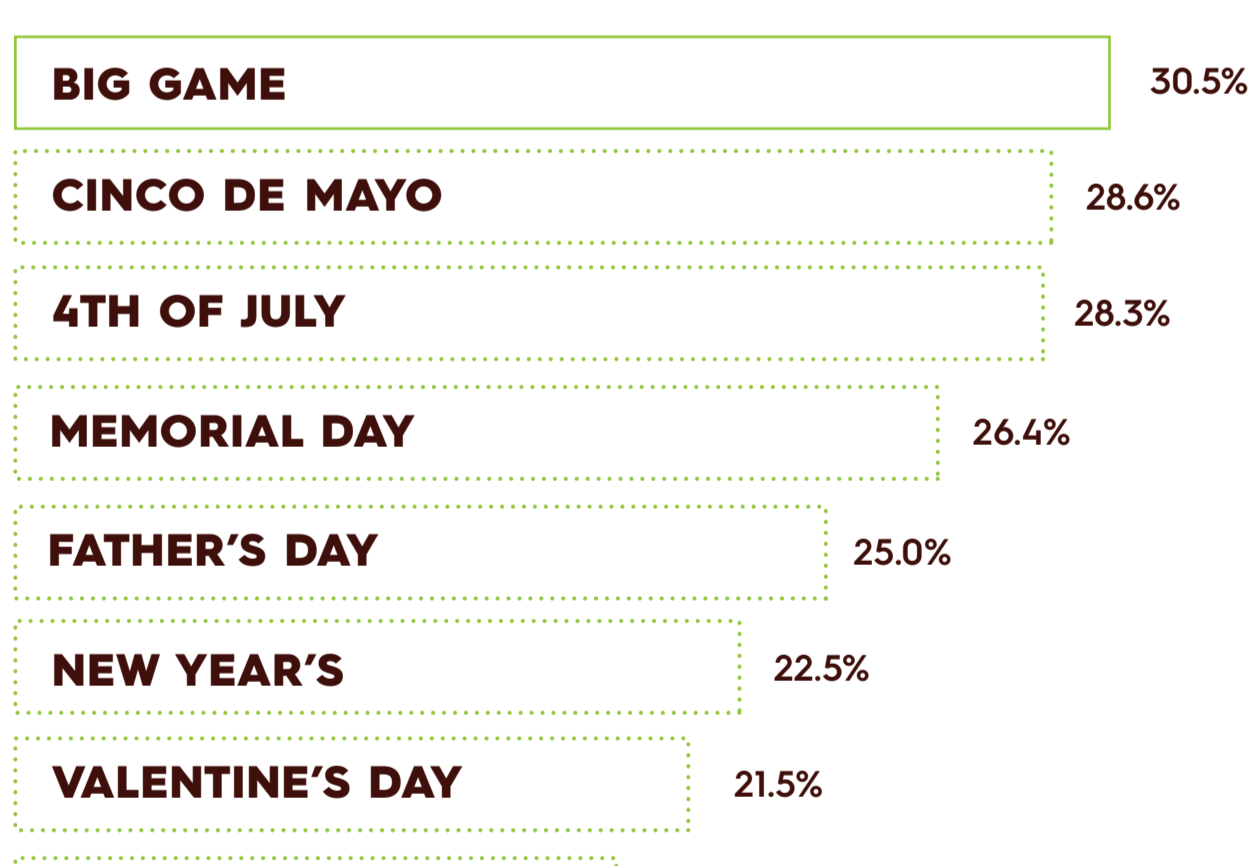
Savvy Blender buy rate is driven by purchase frequency and significantly higher compared to Non-Hispanics.¹



TOP SPENDING OCCASIONS

Cinco de Mayo and the Big Game are the top shopping occasions for Savvy Blenders.

% of shopper group by holiday week:¹



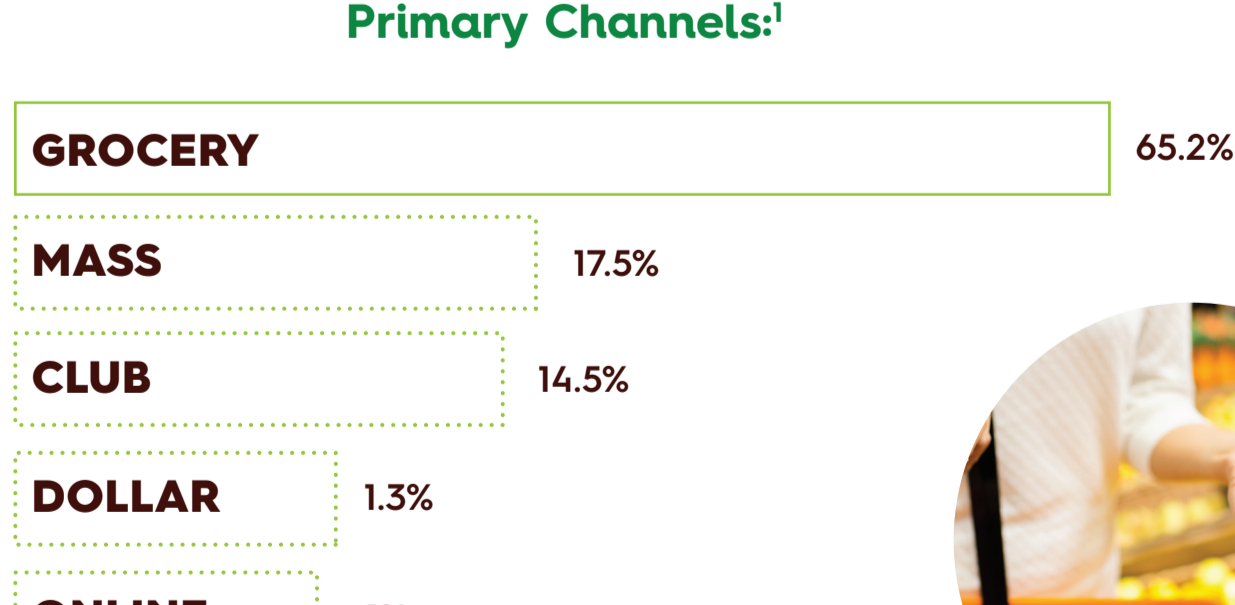
BASKET SIZE

Although basket size is 2x larger when avocados are included, Savvy Blenders have smaller baskets than Non-Hispanics.¹

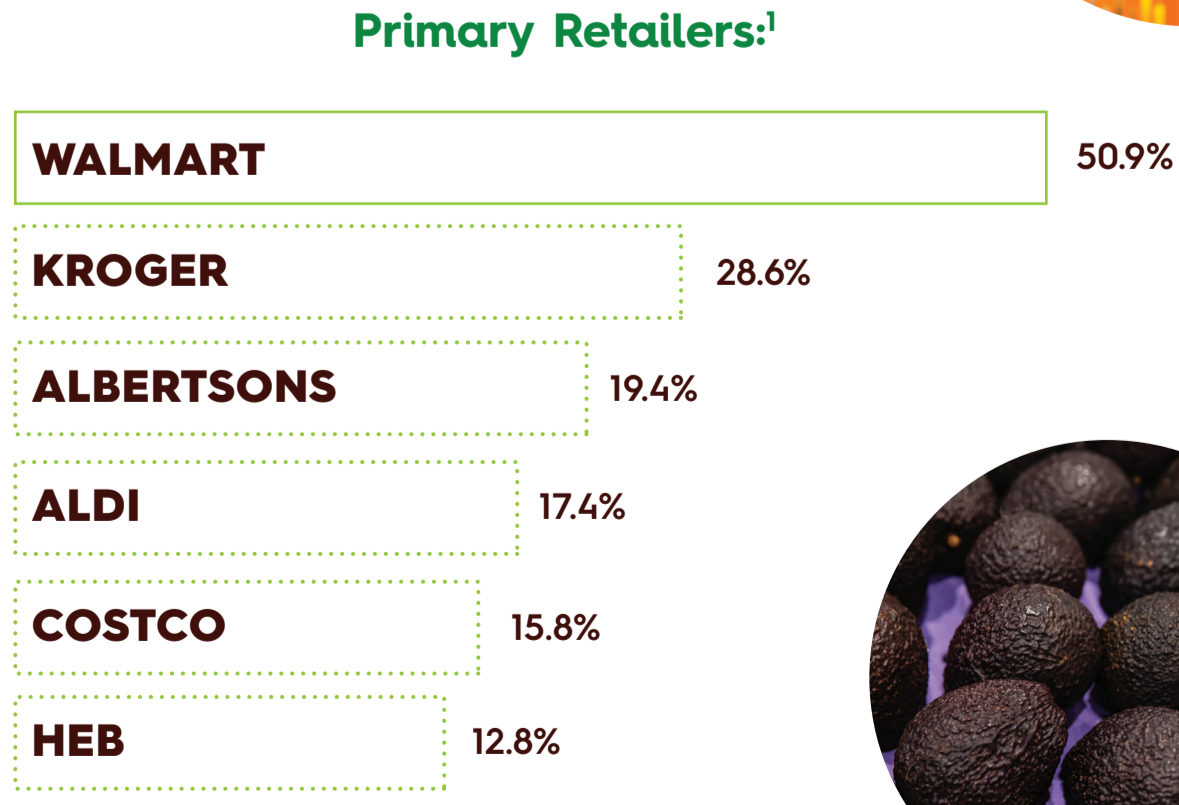
WHERE THEY SHOP

Grocery is Savvy Blenders' primary shopping channel. Walmart and Kroger are the top retailers for this group, with 77.5% purchasing only at Non-Hispanic stores.¹

Primary Channels:¹



Primary Retailers:¹



To learn more about leveraging these insights to grow your business, contact your Avocados From Mexico regional director.



Sources: 1. Numerator Segmentation Analysis - Latest 52wks thru 12/13/20 (Savvy Blender/Bi-Cultural Shopper Profile).