POST-SHOP Insights

WHAT ARE SHOPPERS POST-PURCHASE CONSIDERATIONS?

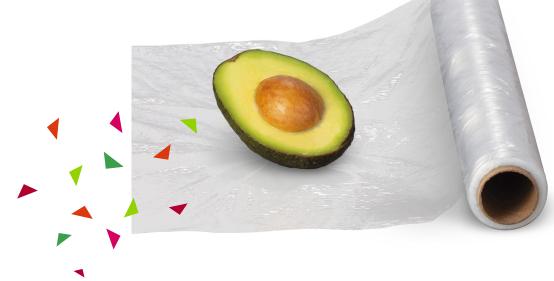
TIPS ON HOW TO BEST STORE AND ENJOY AVOCADOS ARE WHAT SHOPPERS WANT POST-SHOP.

KEY STEPS TAKEN AFTER PURCHASE



KNOWING SHOPPERS' ACTIONS ONCE AT HOME, OPPORTUNITY EXISTS TO PERSONALIZE KEY MESSAGES TO THEIR NEEDS.





PRESERVATION IS EQUALLY IMPORTANT

Post-shop is the time when shoppers really need to know how to preserve an opened avocado.

FOR MORE INFORMATION AND WAYS TO GROW YOUR BUSINESS, CONTACT YOUR AFM REGIONAL DIRECTOR.



Source: AFM Consumer Shopper A&U, 2021 - Confidential and Proprietary

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