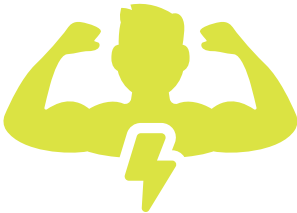


Windows To Promote



**NEW YEAR,
NEW YOU!**
JANUARY 1



**MARTIN LUTHER
KING JR. DAY**
JANUARY 3



**DRY JANUARY/
VEGANUARY**
ALL MONTH LONG!

All participants must note that the Colombia Avocado Board is permitted to use all assets such as photography, social media, and newsletter mentions into their own content including avocadoscolombia.com and social media channels for marketing purposes. Submitting content implies that you accept these conditions. No sales data will be shared. That information will be kept confidential and never disclosed.

If the winning entrant is no longer with the company, then an alternate will be selected.

DISPLAY LIKE A PRO
Eye-Catching Best Practices

Separate by Ripeness Level: Offer avocados in different stages of ripeness (firm, ripe, ready-to-eat) and include ripening tips. This helps customers choose based on when they plan to use their avocados.

Promote Health Benefits: Showcase avocado’s health perks, such as having healthy fats (6g), fiber (3g), and other vitamins, with infographics or posters.

Check Product Daily: Schedule 15 minutes in the day to check on merchandising and ensure the finest avocados are front and center.



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