

# THE AVO PLAYBOOK: SEASONAL STRATEGIES FOR SUCCESS

Our eight growing regions located in heart of the Colombian mountains provide year-round availability with fast shipping, and a supply that continues to multiply year over year. Consistency is a key priority as well as providing best-in-class quality.

This 2025 marketing program is designed to help you maximize your sales for Avocados from Colombia!

## **2025 MARKETING SUPPORT**

POS Assets - Digital Advertising - Display Contests



Generic Secondary Bin (24L x 16W x 31H)



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Generic Merchandising Box  $(15^{15}/_{16}L \times 12^{3}/_{4}W \times 7^{1}/_{8}H)$ 

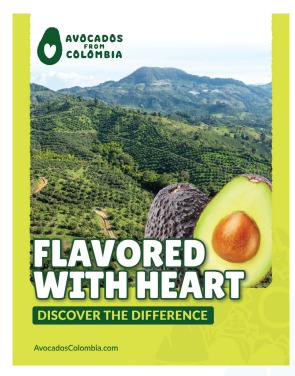


Social Media Assets



**Display Contest** 

# **2025 MARKETING SUPPORT (CONT.)**



Iron Man Sign (28 x22)











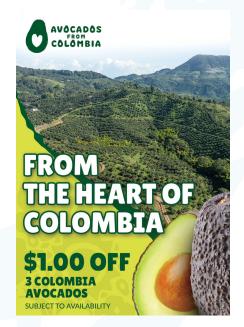








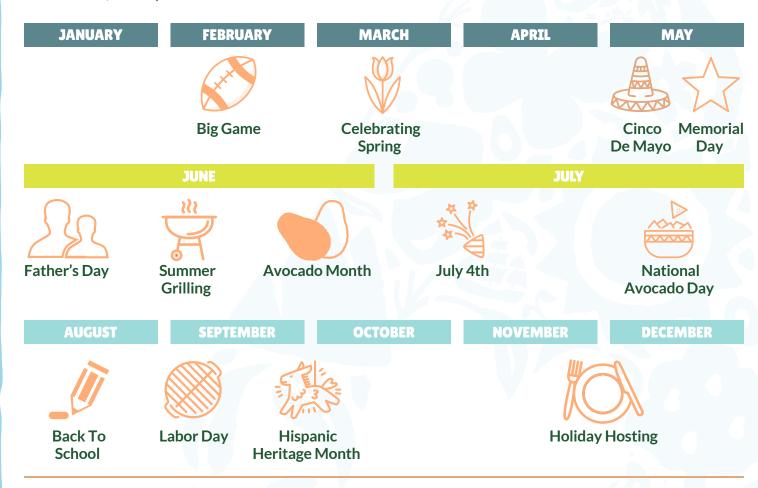
Digital Ads (175 x 250, 300 x 250, 300 x 300)





### **PROMOTIONAL CALENDAR**

We've highlighted the best timeframes to promote avocados from Colombia year-round. Our point-of-sale material features the beautiful, lush growing region that contributes to premium fruit. Your shoppers will love the rich, creamy flavor.



# **FUN FACTS**

THERE ARE ABOUT

80,000

WORKERS
IN THE COLOMBIAN
AVOCADO INDUSTRY.

THERE ARE
439 CERTIFIED
ORCHARDS
AND 11,870 CERTIFIED HECTARES.

50%
OF FRUIT
IS EXPECTED TO BE EXPORTED
TO THE U.S. MARKET.

SUBSTANTIAL
GROWTH
AND VOLUME
EVERY QUARTER.

COLOMBIA IS THE
4TH LARGEST
SUPPLIER
TO THE U.S. MARKET.







