

avocado display and merchandising

Over 90%
of customers
want
ready-to-eat
avocados



four steps to success

1. Displays sorted by stages of ripeness.
2. Ripe fruit consistently available.
3. Coloured stages of ripeness foam pads.
4. 'Eat Now' and 'Eat Later' header cards.

display

- Always hand stack, never tip-fill.
- Display height: ideally 1 layer high, maximum 2 layers high.
- Vary ripe fruit display size according to daily demand.
- Use companion products (lemons, tomatoes etc) to fill gaps.
- Remember: Sell ripest fruit (stage 5) first: place at the front of ripe display.

benefits

- Less handling by customers.
- Less damage by customers.
- More avocado customers.
- Customers buying more avocados each visit.



**more sales
and profits**

