

# New Avocado Merchandising Concepts

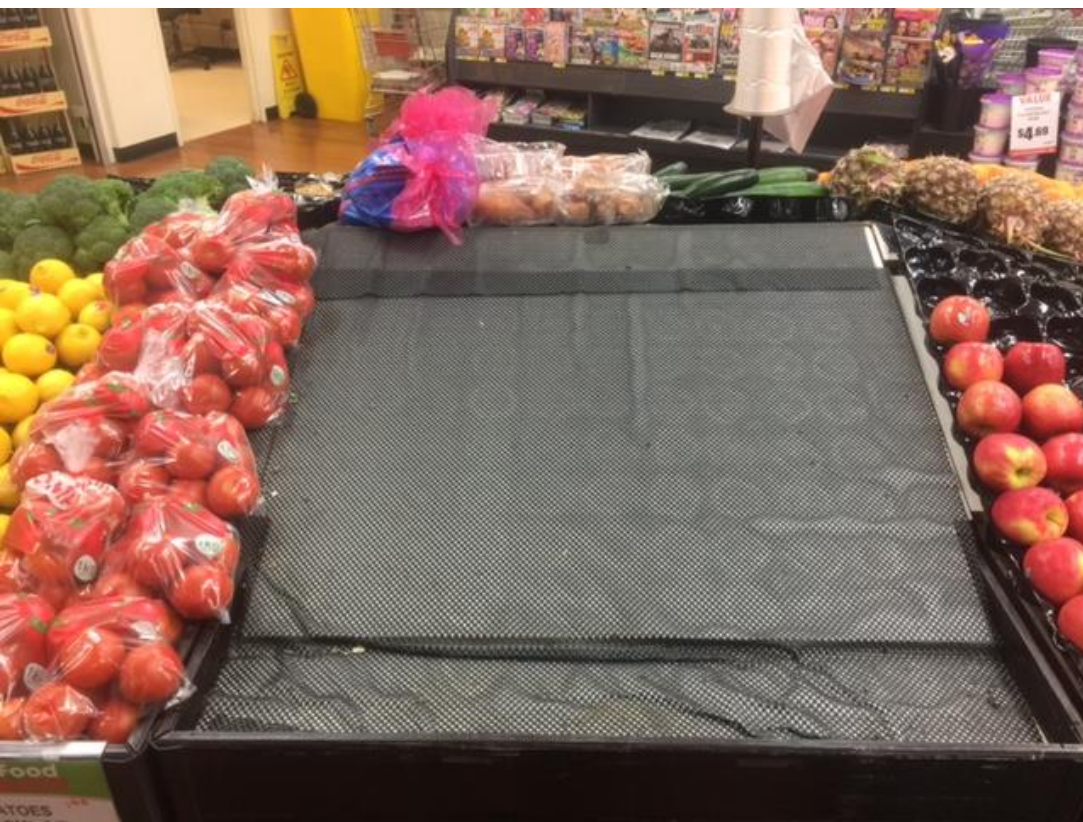
Step-by-step set up

# Principles

- ▶ 1. Sorted displays
- ▶ 2. Ripe fruit consistently available
- ▶ 3. Coloured 'stages of ripeness' foam pads
- ▶ 4. 'Buy Now, Eat Now' and /Buy Now, Eat later' header cards



# Step 1. Clean display area and place pads

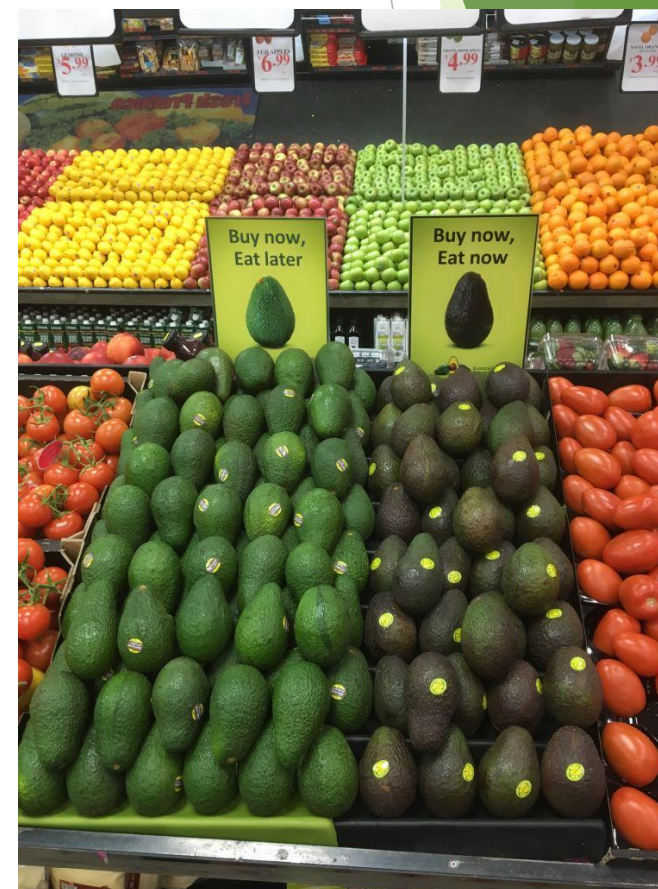


## Step 2. Place ripe fruit on black pad, unripe fruit on green pad



Note:  
Maximum 2 layers high (preferably 1 high for ripe fruit)

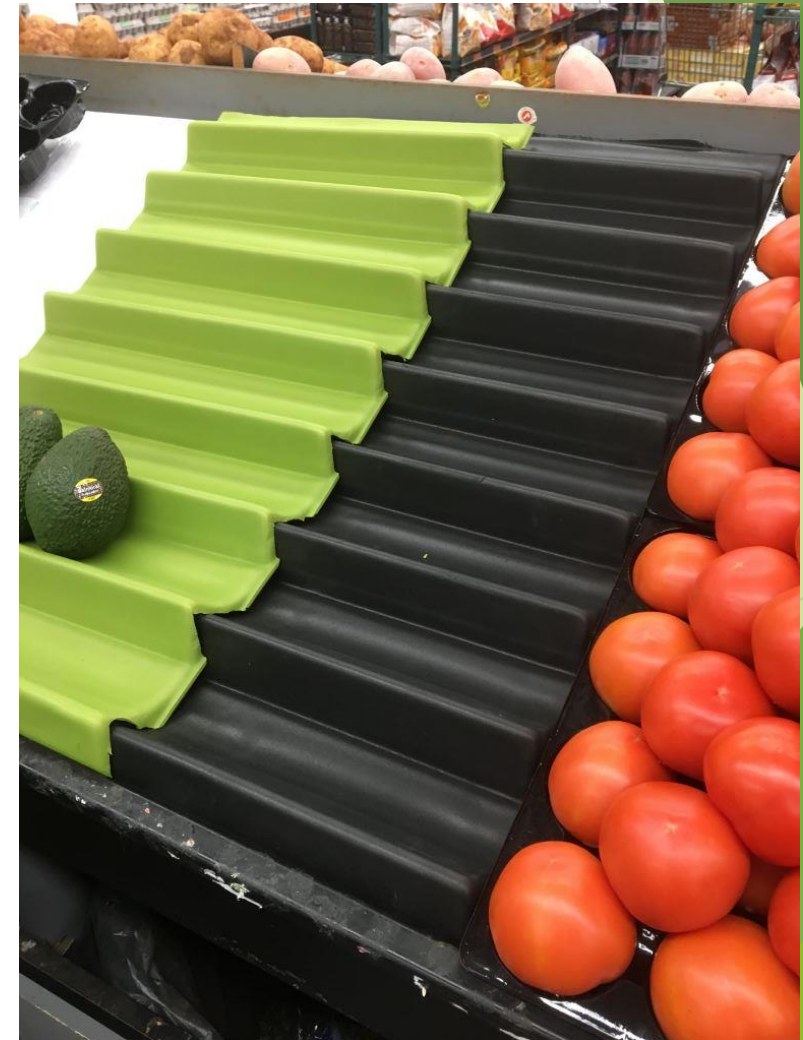
# Step 3. Place header cards in best location to suit display



## Step 4. Do not over-stock. Display according to demand



Avocado Best Practice:  
Display ripe fruit 1  
layer high



### Tips:

1. Use complementary products (tomatoes, lemons etc) to fill display area
2. Cut side of green foam (scissors) and slide black foam under, according to demand or fruit available (bigger for late week, promotions etc)

# How to accelerate avocado ripening, using ethylene and warmth from bananas

Step 1. Open banana cartons and place unripe avocados above



Step 2. Cover avocados and bananas with plastic liner from banana carton



Step 3. Regularly monitor ripening of bananas and avocados