

the power of sorted avocado displays

Store-level best practice

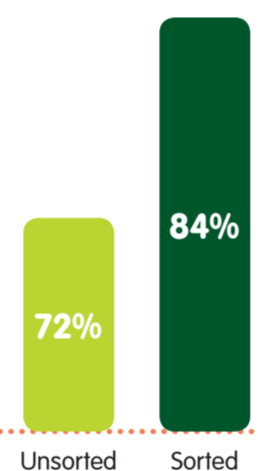
1. Sorted displays
2. Ripe fruit consistently available
3. Coloured stages of ripeness foam pads
4. Header cards



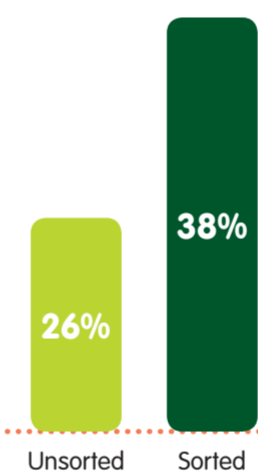
Benefits

Increased sales

16%
increase
in customers
purchasing
avocados



47%
increase
in customers
purchasing
2+ fruit



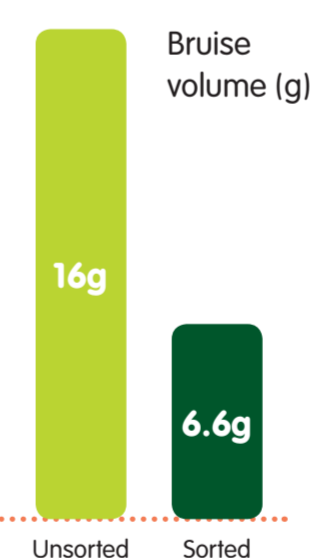
30%
overall increase
in fruit
purchased per
customer

Reduced squeezing and damage

41%
less
squeezing



60%
reduction
in bruise
volume



Easy to setup and maintain

**Simple
for staff
to implement**

Consumers
return
unpurchased fruit
to **correct side
of display**

