MEXICO MARKETING REPORT
Emiliano Escobedo | Marketing Director | APEAM
CANADA: Marketing Budget: 400,000 USD

US: Marketing Budget: 7.5 million USD

JAPAN: Marketing Budget: 400,000 USD
In all markets, APEAM develops and executes strategic marketing initiatives with the goals of:
Building awareness of Mexican avocados as “The World’s Finest”
Working with our customers to build demand.
Stimulate Demand
Comunícate the benefits
Support the trade
Promote at Retail
In 2010, the avocado category grew 22.2% in unit sales easily beating all fruits, vegetables in the produce department.

*Fresh Facts, Powered by Nielse, 52 weeks ending 12-25-2010*
Positioning

The authentic taste that makes good food better.
Advertising
Over 1 billion impressions
“Everyday, Everyway” campaign outreaches consumers in new ways with new recipes and a new spokesperson.
New this season is a co-marketing campaign with DreamWorks studios.
Avocados
From Mexico
The world’s finest.
JAPANESE CAMPAIGNS
Campaign targeting consumers through Japan’s number one recipe website cookpad.com and partnering with famous Japanese blogger yome-chan.
アボカドとベーコンの柚子ごしょう炒め

①ベーコンは1cmの角切り切りし、アボカドは1cmの角切りにして柚子ごしょうを塩分の中味に混ぜ合わせる。

②砂糖は5g、はちみつは5g、柚子ごしょうは10g、塩は1/2小茶杓を用意する。

③アボカドの角切り・ベーコンの角切りを炒め、半分に切る。柚子ごしょうを出汁で炒め、塩を加えて味を整える。

④柚子ごしょう炒めを完成とする。
アボカド食べごろ
チェック！

今日が食べごろ！
手に吸いつくような弾力が！
堅いときとはあくららに違う感触。

食べごろ！

皮の色が、黒くなってきたら食べごろ
まだ緑色のアボカドは、食べごろになるまで
室温でゆっくりと追熟させるのがカギ！

しっかりと吸い付くような
弾力があるものを選んで
ヘタが皮から浮いているのも、
ひとつのサイン
手にとってしっかり選んで。

あと4日！
常温で食べごろになるまで
置いておく。

Avocados from Mexico
The world’s finest.
太陽のめぐみメキシコアボカド

from Mexico!!

ピタミン・ミネラルたっぷりフルーツ
Launched PR campaign generating over **11.3 million impressions**, inviting consumers in Ontario to be adventurous with avocados from Mexico.
Spicy Prawns with Zesty Avocado Spread

The creamy avocados in these bite sized appetizers is a cool complement to the zesty prawns and the crunchy texture of the rice crackers. This delightful and gluten-free appetizer will whet your guests' appetites during all spring and summer entertainment occasions. Ensure you make plenty of extras as they will quickly disappear!

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 tsp</td>
<td>olive oil</td>
</tr>
<tr>
<td>20</td>
<td>long prawns, shelled</td>
</tr>
<tr>
<td>15 ml</td>
<td>chilli garlic paste</td>
</tr>
<tr>
<td>20</td>
<td>chopped fresh cilantro</td>
</tr>
</tbody>
</table>

Avocados from Mexico
The world's finest.

user poll
Do you wish to be a National Avocado Ambassador in Canada?
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Receiving and Handling

When Avocados from Mexico arrive, follow these critical steps to ensure their optimum condition.

KEY STEPS FOR HANDLING AVOCADOS FROM MEXICO:

1. Check fruit for ripeness stage (See Chart A)

   **Chart A: Stages of ripeness**
   
<table>
<thead>
<tr>
<th>Stage</th>
<th>Ripeness Indicators</th>
<th>Ready to Eat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unripe</td>
<td>hard and bright green, least susceptible to damage or bruising</td>
<td>in 5 - 7 days</td>
</tr>
<tr>
<td>Pre-conditioned</td>
<td>brown colouring on skin indicating the fruit is beginning to ripen</td>
<td>in 1 - 3 days</td>
</tr>
<tr>
<td>Ripe</td>
<td>dark green to brown, yields to gentle pressure, Handle with care!</td>
<td>displays Ready to Eat</td>
</tr>
<tr>
<td>Overripe</td>
<td>dark brown or black with visible air pockets</td>
<td>check fruit for damage and bruising before removing from display and discard</td>
</tr>
</tbody>
</table>

2. Place fruit in storage at right temperature to preserve current condition (See Chart B)

   **Chart B: Avocados ripen at different temperatures throughout the year and must be stored at appropriate temperature based on season**
   
<table>
<thead>
<tr>
<th>Stage</th>
<th>Time of Year</th>
<th>Storage Temperature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unripe</td>
<td>February - March</td>
<td>41°F / 5°C</td>
</tr>
<tr>
<td>Unripe</td>
<td>April - July</td>
<td>39-40°F / 3.3-3.3°C</td>
</tr>
<tr>
<td>Unripe</td>
<td>August - October</td>
<td>42°F / 7.2°C</td>
</tr>
<tr>
<td>Unripe</td>
<td>November - January</td>
<td>45°F / 6.1°C</td>
</tr>
</tbody>
</table>

3. If you want to ripen pre-conditioned avocados, store them at room temperature (65-70°F / 18-21°C) in an area with good circulation to promote the ripening process. All not ventered 70°F (21°C)

4. Ripe avocados should be displayed at room temperature immediately or stored at temperatures appropriate for season (see Chart B)

Create Attractive and Educational Displays

Consumers want choices. Build displays that offer mealtime ideas for today and tomorrow.

**RIPE AVOCADOS OUTSELL UNRIPE AVOCADOS 2 TO 1**

1. Display avocados at different stages of ripeness side by side. "Ripe and Ready" for immediate use and "Preconditioned" 3-5 days RTE (ready to eat).

2. Foster impulse purchases with ripe avocados by creating feature holiday displays in high traffic areas.

3. Display POS materials to educate consumers about selection, care, storage and preparation.

   **If you want to eat an avocado...**
   
   - Choose an avocado that is unblemished and feels heavy for its size.
   - Choose an avocado at room temperature to ripen in a day or two.
   - Choose one avocado and store it with a potato in a paper bag to promote ripening.
   - Choose an avocado if stored at room temperature for 5-6 days.

4. Cross-merchandise. Place onions, garlic, chives, limes and tomatoes with ripe avocados along with recipe cards.
**Classic Guacamole**

A classic guacamole recipe is simple. Just mix it up with the best ingredients available. Here's a simple guacamole recipe:

- 3 ripe avocados
- 1/4 cup diced onions
- 1/4 cup chopped cilantro
- 1 celery stalk, chopped
- 1/2 jalapeño pepper, seeded and chopped
- 1/4 cup chopped fresh lime juice
- Salt and pepper to taste

Mix all ingredients together and serve immediately. Enjoy the taste of Mexico in every bite!
THANK YOU - QUESTIONS