



@Avocados ^{from} Peru
Marketing Support Menu 2026

Tailored Marketing Solutions for Retail Partners

WELCOME TO YOUR AFP MARKETING PARTNER GUIDE

Retail-ready marketing support to help you sell more Avocados From Peru

Dear Retail and Foodservice Partners,

Avocados from Peru (AFP) is pleased to present our 2026 Menu of Marketing Support. This guide is designed to provide flexible, customizable marketing solutions that will help drive your AFP sales and elevate your brand's visibility.

Our marketing initiatives are tailored to your unique needs, ensuring that every partnership opportunity aligns with your growth and success goals.

We look forward to collaborating with you in 2026.

Please contact us to collaborate.

Contact Us



www.avocadosfromperu.com



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Xavier Equihua

President & CEO

Peruvian Avocado Commission

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RETAIL & FOODSERVICE MARKETING SUPPORT

Boost avocado sales with impactful in store and foodservice marketing programs tailored to drive demand.

TOP SEASONAL AVOCADO PROMOTIONS

- 1 Memorial Day
- 2 Avocado Month in June
- 3 Father's Day
- 4 4th of July Holiday (One of the most important avocado consumption weeks in the U.S)
- 5 Summer Grilling
- 6 National Avocado Day (July 31)
- 7 Summer Grilling
- 8 Back to School
- 9 Labor Day
- 10 Hispanic Heritage Month
- 11 Indigenous Peoples' Day

ELECTRONIC & PRINTED COUPON, IRC & ROLLOVER FUNDING PROGRAM

AFP is pleased to offer you funding and artwork support to execute e coupons and other price reduction tactics to help you sell more AFP during the summer and fall.

The collage features several promotional items for Avocados from Peru:

- Digital Coupon (Smartphone):** Shows 'Avocados from Peru' with the tagline 'The World's Favorite Avocado'. Price is \$1.49 without the coupon, and 99¢ each with the digital coupon. Includes a barcode and expiration date of 12/01/2026.
- Printed Coupon:** Offers \$1 OFF on Large Hass Avocado (each) with a card and digital coupon. Price is 5/\$5 with card. Includes a 'Shop Now' button.
- Printed Coupon:** Offers \$1 OFF on Large Hass Avocado (each) with a card. Price is 4/\$5 with card. Includes a 'Shop Now' button.
- Just For You:** Offers 75¢ OFF on Avocados From Peru (Two (2) Avocados From Peru Subject to Availability). Includes a 'Clip' icon and expiration date of July 18, 2023.
- Fuel Program:** 'INGLES FUEL POINTS GET 100 Must Buy 3'. Earn 100 points when you buy 3 items. Valid: 8/16-9/5 at select locations. Includes a 'Load to Card' button.
- Family Fare:** Offers 5/\$5 on Large Hass Avocado (each) with card. Includes a 'Shop Now' button.
- VE's Grocery:** Offers 5/\$5 on Large Hass Avocado (each) with card. Includes a 'Shop Now' button.
- Save \$0.90:** Save \$0.90 on 3 Avocados From Peru when you buy THREE (3) Avocados From Peru. More. Includes a 'Load to Card' button and expiration date of 09/04/2023.
- Cartoon Avocado:** A green cartoon avocado character holding a '\$1 BJ's' sign.
- Fresh and Refreshing Choices:** A banner for 'Fresh and refreshing choices. And coupons, too.' from June 23 - July 13, featuring a 'Save \$1.00' offer on Wilbury Farms Avocados.

AFP EDUCATIONAL MESH BAG PROGRAM

Through your supplier, AFP can provide you with country origin educational mesh bags for all types of marketing programs. The bags includes clear "how to" ripen, cut and store AFP plus a QRC to download the first e-cookbook devoted to cooking with avocados.



ORGANIC AVOCADO MARKETING PROGRAM

AFP is the only association in the avocado category to provide funding and support to promote the sale of organic AFP. Through your supplier, we can provide you with the first country of origin educational mesh bag for organic avocados in the category.



EXCLUSIVE E COOKBOOKS FOR YOUR CUSTOMERS

AFP will provide your customers with free downloads via QRC's to our exclusive e-cookbooks in English and Spanish.

Our e cookbooks can be used to complement the sell in of AFP in many formats, including banner ads, social media posts, point of sale materials and printed and e-coupon offerings.



PRINTED & DIGITAL FLYER SUPPORT

AFP will provide funding and artwork for flyers featuring “on ad” pricing for AFP in your weekly printed and digital flyers.

Such ads are further complemented by offering a free download to the AFP e-cookbook as a gift to your customers.

The image displays seven promotional flyers for Avocados from Peru. The top row contains four flyers: 1) A flyer for ShopRite featuring Avocados from Peru and Galbani Ricotta Cheese, with the text "TRY US TODAY and then show off your great taste." 2) A flyer titled "Top off your breakfast with extra yum" featuring Einstein Bros Bagels and Avocados from Peru. 3) A flyer titled "Start your day with nutritious and delicious" featuring Avocados from Peru and Eggland's Best. 4) A flyer titled "How to make the perfect avocado toast" featuring Avocados from Peru and a QR code for a free e-cookbook. The bottom row contains two larger flyers: 5) A flyer showing several avocados with the text "Large Hass Avocado (each) 5/\$5 with card" and "\$1 OFF with card with Digital Coupon". 6) A flyer titled "Avocados Delicious Avocados from Peru" showing a price of "1.95 ea" and a QR code for a free e-cookbook.

CUSTOM IN-STORE POS MATERIALS

AFP offers custom collapsible educational bins, POS cards and ripening bags to promote the best way to use, ripen and preserve AFP.

All of our materials offer a free download via QRC's to the first e-cookbook devoted to cooking with avocados.



CO-BRANDED IN-STORE DEMOS

AFP can provide you with funding to create the perfect co branded demos with other complementary products to help you sell more Avocados from Peru.



Member's Mark

Build the Ultimate Summer Burger with **Avocados from Peru**

avocadosfromperu.com

This advertisement features a central image of a burger topped with avocado, cheese, and other ingredients. To the left of the burger is a package of Member's Mark patties, and to the right is a whole avocado cut in half. The background is a dark blue gradient with a subtle pattern of avocados.



Summer Better with Beyond Burger® and Avocados from Peru!

Avocados from Peru BEYOND MEAT

This advertisement features a central image of a burger topped with Beyond Burger patty, avocado, and other ingredients. To the left of the burger is a package of Beyond Burger patties, and to the right is a whole avocado cut in half. The background is a dark blue gradient with a subtle pattern of avocados.

AFP REUSABLE BAG PROGRAM

AFP is the only agricultural product that can offer you reusable bags that you can give for free to customers that purchase an agreed upon number of Avocados from Peru.



AVOCADO DISPLAY SUPPORT

AFP amplifies your in store experience by providing funding, assets and artwork to create impactful display contests that will reward your produce team with exciting prizes for the winners of the best AFP displays during key periods.



THE AFP AVO FOOD TRUCK THE ULTIMATE MOBILE DEMO

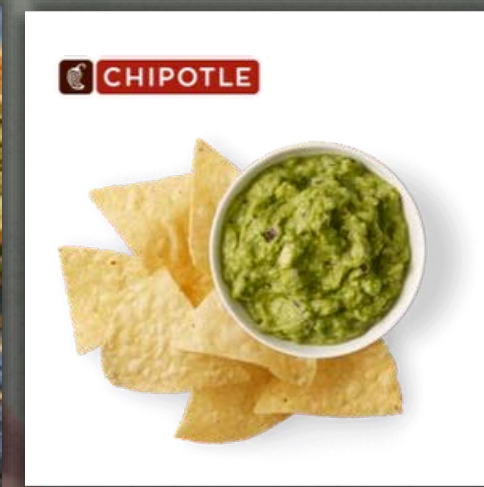
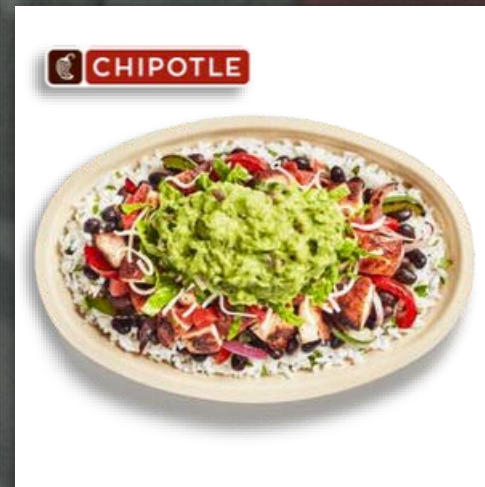
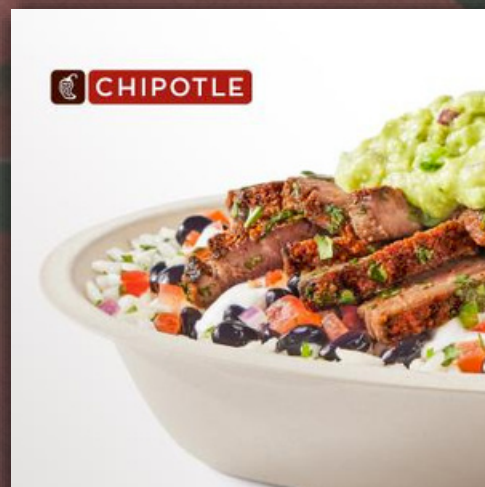
unbelievable prices AFP has the ultimate mobile experience to demo avocados on site in a unique way that will surely delight your customers with the custom AFP AVO Food Truck by the Peruvian Brothers.



FOODSERVICE MARKETING SUPPORT

AFP is pleased to provide our foodservice partners with custom marketing support inclusive of in store POP materials to funding free toppings of avocados from Peru during key summer periods.

CHIPOTLE
GET IN THE PIT
WIN 2 TICKETS
TO A CONCERT OF YOUR CHOICE
ENTER TO WIN ON NATIONAL AVOCADO DAY 7/31
EVERY HOUR ON THE HOUR 10 AM - 10 PM ET
FOLLOW @CHIPOTLE ON THREADS
PRESENTED BY **Avocado from Peru**
NO PURCHASE NECESSARY. U.S. 18+ ENDS 7/31/23. CHIPOTLE WILL LET YOU KNOW IF YOU'VE WON BY SMS/MMS. A TEST. FULL RULES: CHIPOTLE.COM/AVOPEP



A woman wearing a white headscarf with a colorful logo (a green and yellow circle with a red center) is looking upwards in a lush green forest. The background is filled with green foliage and sunlight filtering through the trees. A semi-transparent green banner is overlaid on the image, containing text.

MULTICHANNEL MEDIA CAMPAIGNS

Engage consumers across multiple channels with AFP's powerful media partnerships and digital campaigns.

**MULTI-CHANNEL
MEDIA PARTNERSHIPS**



SPONSORSHIP OF THE 2026 WORLD CUP, MLB ALL-STAR GAME AND NFL GAMES ON FOX

AFP is excited to provide our retail partners with tagged advertising spots across linear television, over-the-top (OTT), and digital platforms during premier Summer and Fall programming, including the 2026 FIFA World Cup, the MLB All-Star Game, NFL games and more.



SPONSORSHIP OF THE SUMMER'S TOP COOKING SHOW - GORDON RAMSEY'S MASTER CHEF

AFP is also excited to offer our retail partners tagged advertising spots across linear TV, OTT, and digital platforms during Gordon Ramsay's MasterChef: Dynamic Duos and Secret Service.



CUSTOM MULTI CHANNEL CONTENT

We are delighted to present exclusive television news integrations and contests that foster awareness and trust through authentic, family-centric storytelling. Notably, we offer the AFP Avocado Baby Face Contest, the sole contest dedicated to infants on television. This beloved fan-favorite activation encourages parents to submit photographs and videos of their babies consuming avocados. The finalists are invited to participate in a live, on-air high-chair round, during which each baby is presented with an avocado from Peru.

FOX 5
BABYFACE

SUBMIT A PHOTO OF YOUR BABY EATING AVOCADOS

FINALISTS COMPETE IN HIGH CHAIR ROUND LIVE ON 4/11! WINNERS GET GIFT CARDS AND AVOCADOS!

Sponsored by Avocados Peru and Ralphs

Share Your Baby's Cutest Avocado Moments!

Enter at ktla.com/avocados for your chance to be featured on the KTLA5 Morning News, a \$250 Ralphs gift card & more.

Complete info and official rules available at ktla.com/avocados.

AvoCuties

Sponsored by Avocados Peru and Ralphs

The World's Favorite Avocado

BOBBY GOMEZ
LAS HADAS BAR AND GRILL

Sponsored by Avocados Peru and Ralphs

LIBERTÉ CHAN
KTLA5

AvoCuties

Sponsored by Avocados Peru and Ralphs

The World's Favorite Avocado

Share Your Baby's Cutest Avocado Moments!

Enter at ktla.com/avocados for your chance to be featured on the KTLA5 Morning News, a \$250 Ralphs gift card & more.

Complete info and official rules available at ktla.com/avocados.

EVERY MORNING STARTS WITH A CHOICE

Sponsored by Avocados Peru

CUSTOM EDUCATIONAL AND RECIPE CONTENT FOR DIGITAL AND SOCIAL MEDIA INTEGRATION

Boost digital engagement with AFP's custom social and video content tailored for online campaigns and shopper contests.

GIVEAWAY TIME

HOW TO ENTER:

- STEP 1** LIKE THIS POST
- STEP 2** FOLLOW @MYMETROMARKET & @AVOSFROMPERU
- STEP 3** COMMENT YOUR FAVORITE WAY TO ENJOY AVOCADOS

BONUS TAG A FRIEND WHO WOULD LOVE THIS TOO!

Giveaway

Avocados from Peru

AVOCADOS FROM PERU APRON

AVOCADOS IN BLOOM COOKBOOK

\$200 & \$300 GIFT CARDS

weis markets

Peru

AVOCADOS IN BLOOM

AVOCA

Mariano's + AFP Giveaway Video

OUTDOOR MEDIA

Increase avocado visibility with AFP's outdoor media campaigns buses, signs and transit ads highlighting seasonal promotions.





SEASONAL SWEEPSTAKES & PROMOTIONS

Excite shoppers with AFP's Summer & Fall Sweepstakes engaging promotion designed to drive foot traffic and avocado purchases.

THE **D** SHOP

PRESENTED BY: meijer



meijer



*AFP - DETROIT TIGERS - CHEVROLET - MEIJER PARTNERSHIP

AFP SIGNATURE SWEEPSTAKES PROGRAM WITH PREMIER MLB, NFL & MLS TEAMS

AFP's exclusive Sweepstakes Program, featuring baseball, football, and soccer teams, presents retailers with a unique promotional opportunity to enhance sales and captivate customers with the enticing prospect of winning a vehicle. The program encompasses a comprehensive array of in-stadium and out-of-stadium marketing strategies. Notably, AFP has collaborated with esteemed teams such as the Detroit Tigers, the Los Angeles Rams, the Cleveland Browns, and the Atlanta Braves in previous years.





**CLEVELAND
BROWNS**

Avocados
from
Peru
The World's **Favorite** Avocado

meijer

*AFP - CLEVELAND BROWNS - MEIJER PARTNERSHIP

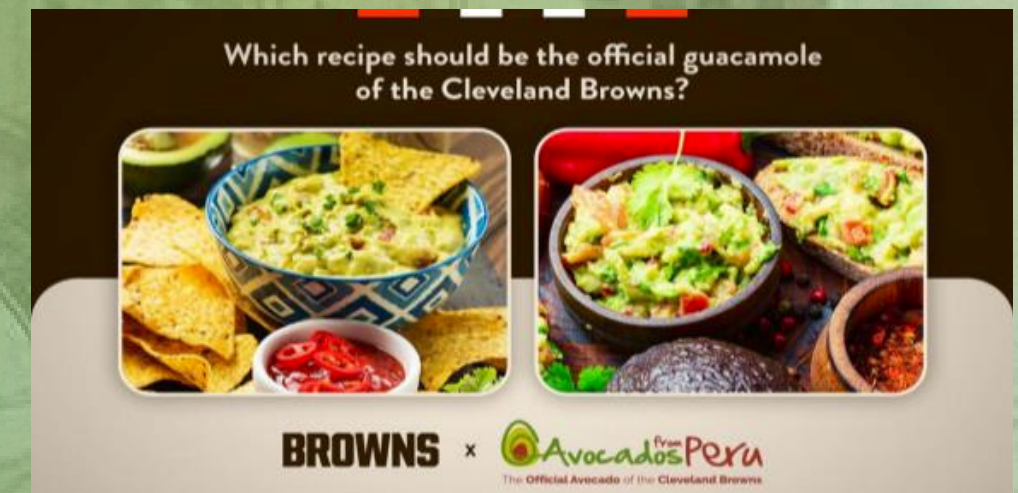
AFP CLEVELAND BROWNS MEIJER PARTNERSHIP SUMMER & FALL MULTIPLATFORM SWEEPSTAKES MARKETING STRATEGY

Sweepstakes Page



Cleveland Browns & Avocados From Peru Guac'n'Roll Competition

AFP partnered with the Cleveland Browns and Meijer for the first-ever NFL 'Guac'n'Roll competition—letting fans choose the team's official guacamole and boosting avocado sales.

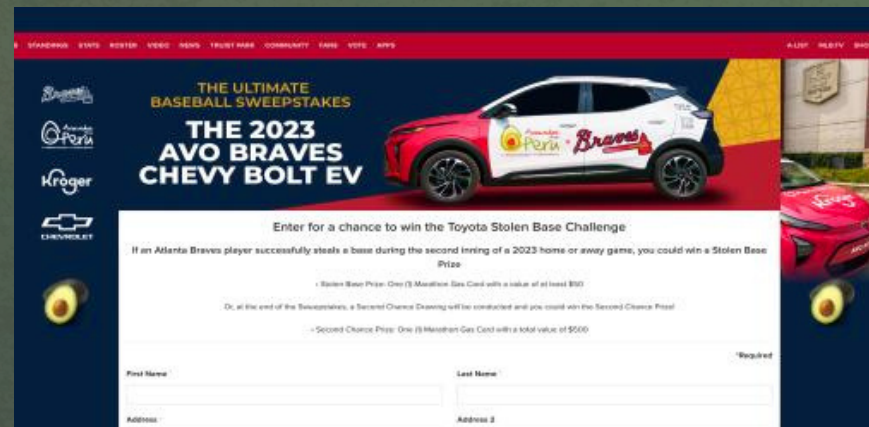




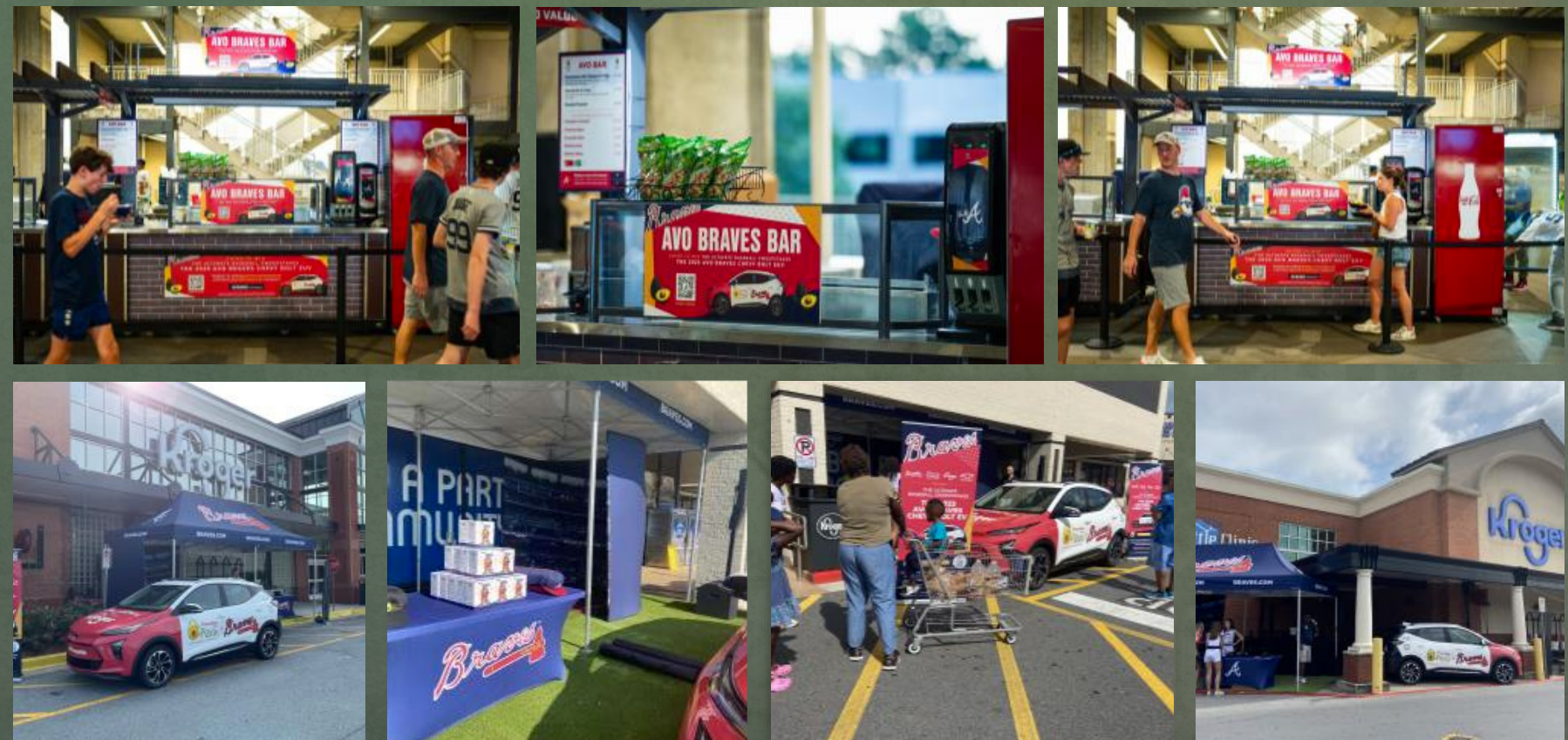
*AFP, ATLANTA BRAVES, KROGER & CHEVROLET PARTNERSHIP

AFP, ATLANTA BRAVES, KROGER & CHEVROLET PARTNERSHIP SUMMER & FALL MULTIPLATFORM SWEEPSTAKES MARKETING STRATEGY

Sweepstakes page & In-and out of store assets



AFP -Braves AVO bar in-stadium & in-store activation





The World's **Favorite** Avocado



HYUNDAI

*AFP - LA RAMS PARTNERSHIP

AFP & LA RAMS PARTNERSHIP

LA RAMS x **Avocados From Peru**

ENTER TO WIN THE AVO-RAMS CUSTOM EV!

Score BIG with the chance to win the Avo-Rams Custom Electric Vehicle, a trip to the iconic Machu Picchu in Peru, and more!

[Enter Now](#)



LA RAMS x **Avocados From Peru** present

THE ULTIMATE END OF SEASON SWEEPSTAKES

ENTER TO WIN

The giveaway of the football season including the AVO RAMS EV, a trip to the iconic Machu Picchu in Peru & a Rams VIP Game Day Experience!



Visit therams.com/avocados and follow @avostronperu on Instagram to enter!

THE OFFICIAL GUAC' RECIPE OF THE LA RAMS WITH AVOCADOS FROM PERU

Ingredients:

- 3 Avocados from Peru, pitted & peeled
- 1/4 cup jalapeño, sliced into small cubes
- 1/4 cup cilantro, chopped
- Juice of 3 limes
- Salt

Instructions: Mash the avocados to a good consistency, leaving small chunks of avocado. Add in your jalapeño, cilantro, lime juice and salt. Combine together and enjoy!

So yummy! #avostronperu

LA RAMS x **Avocados From Peru** present

THE OFFICIAL GUAC' RECIPE OF THE LA RAMS WITH AVOCADOS FROM PERU

Prep Time: 5 minutes | **Total Time:** 5 minutes | **Yield:** 8 servings

Ingredients:

- 3 Avocados from Peru, pitted & peeled
- 1/4 cup jalapeño, sliced into small cubes
- 1/4 cup cilantro, chopped
- Juice of 3 limes
- Salt

Instructions: Mash the avocados to a good consistency, leaving small chunks of avocado. Add in your jalapeño, cilantro, lime juice and salt. Combine together and enjoy!





12
CAMPOSOL S.A.
HASS AVOCADOS
Bodega number: Size:
Producción: Fecha:

Camposol
Camposol
Camposol
Camposol
Camposol

WHAT'S NEXT

HOW TO PARTNER WITH AFP

Ready to partner with AFP?

We offer flexible, customizable support to help you drive avocado sales and grow your brand presence. Let's start the conversation. For more details on how AFP can support your retail or foodservice business, please reach out to us.

We look forward to partnering with you.

Contact Us



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THANK YOU!