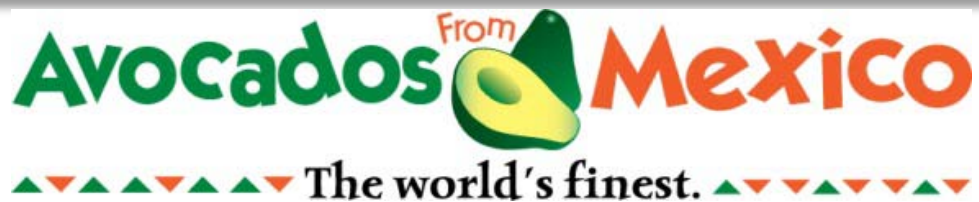
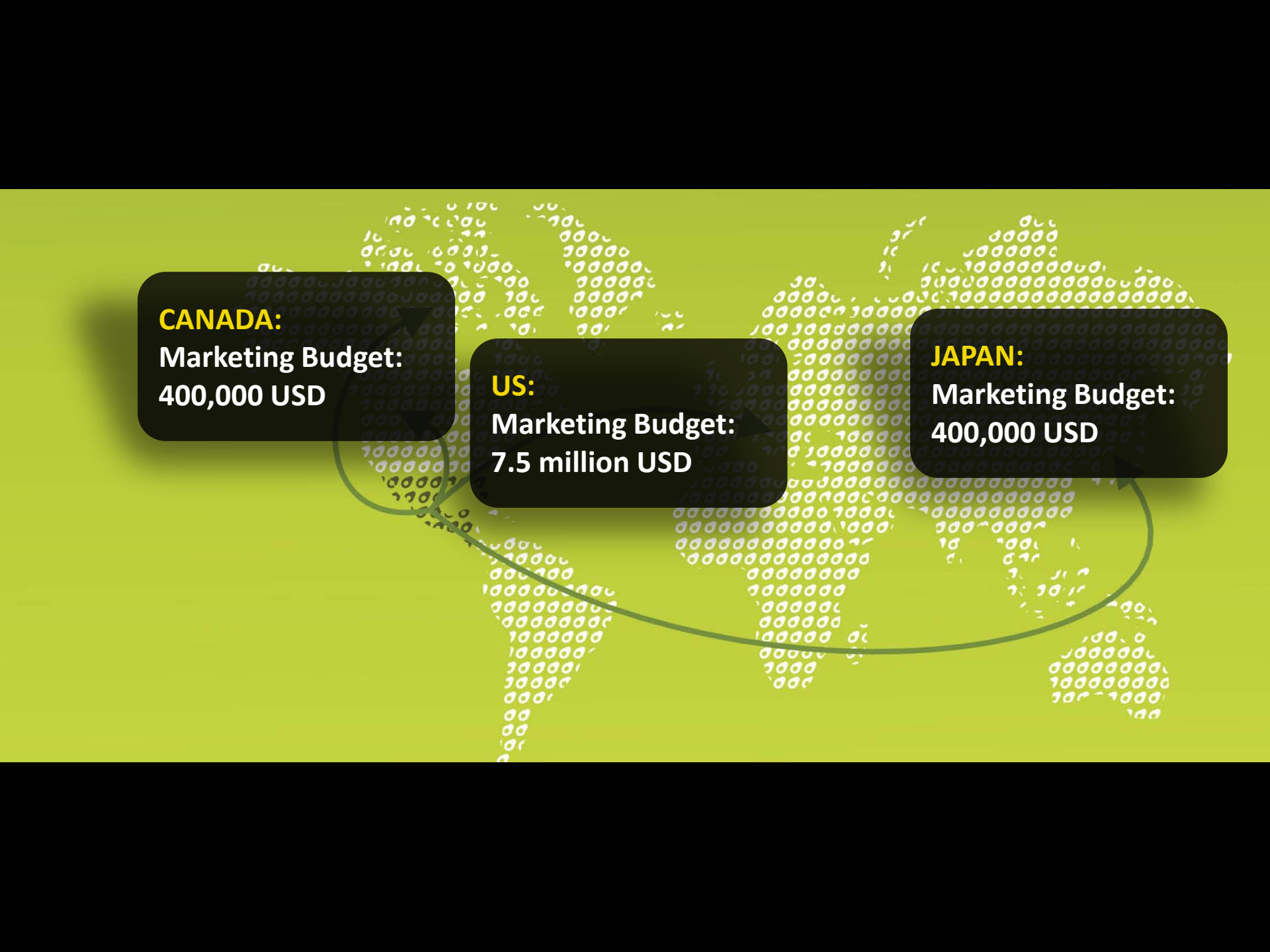




# MEXICO MARKETING REPORT

Emiliano Escobedo | Marketing Director | APEAM



A world map composed of small white dots on a green background. Three callout boxes are overlaid on the map, each containing text about marketing budgets for different countries. The boxes are connected by a thin green line.

**CANADA:**

Marketing Budget:  
400,000 USD

**US:**

Marketing Budget:  
7.5 million USD

**JAPAN:**

Marketing Budget:  
400,000 USD

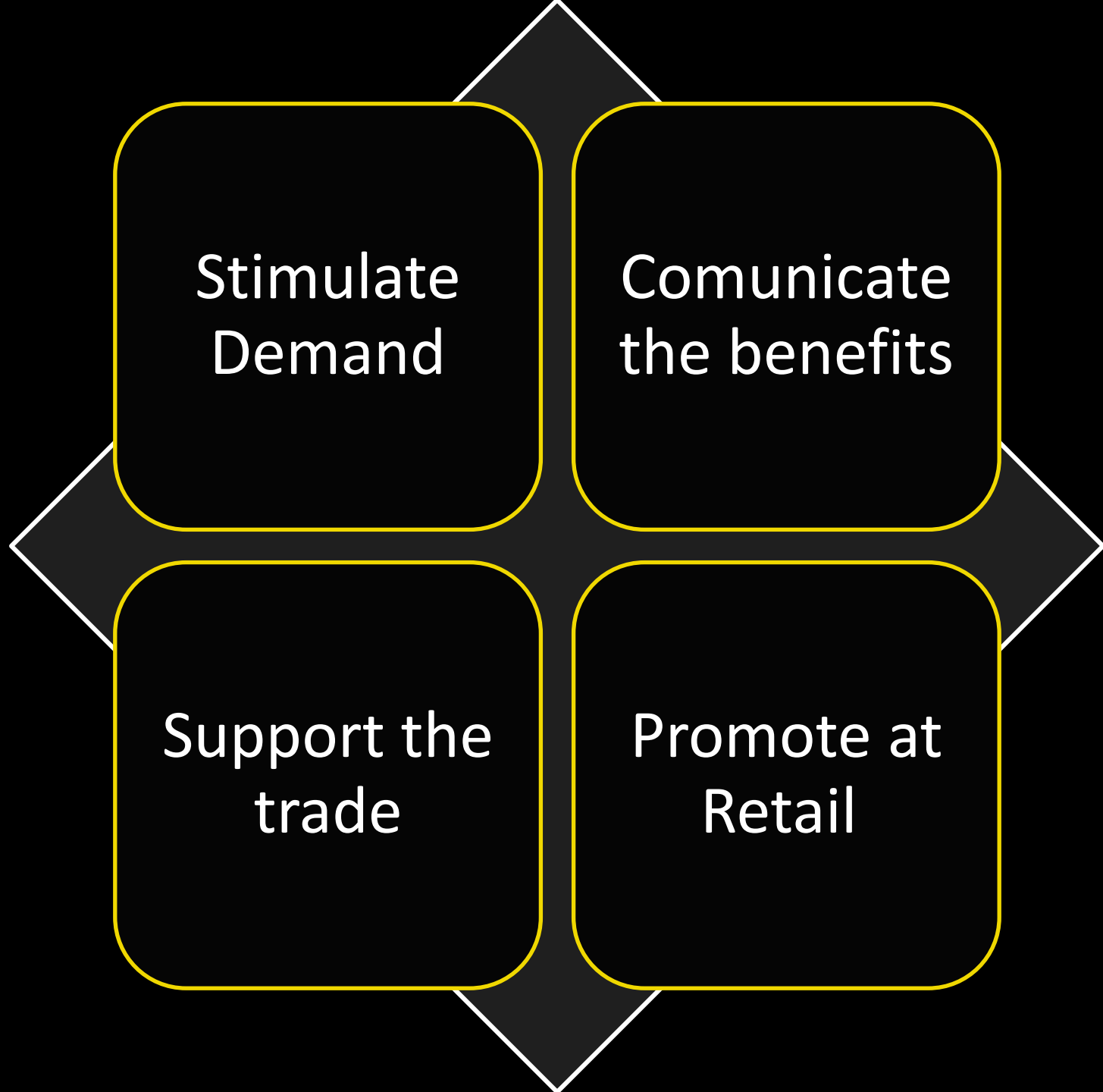
In all markets, APEAM develops and executes strategic marketing initiatives with the goals of:



Building awareness of Mexican  
avocados as **“The World’s Finest”**



Working with our customers to **build**  
**demand.**





# US CAMPAIGNS

In 2010, the avocado category **grew 22.2% in unit sales** easily beating all fruits, vegetables in the produce department.

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





Consumer



Trade



Foodservice

# Positioning

The authentic taste that makes  
**good food better.**

Advertising  
Over **1 billion**  
impressions



The authentic taste  
that makes  
good food better.



Centuries ago, Mexico cultivated the world's first avocado. Today, you can savor the taste that's been perfected for generations in Avocados from Mexico.

Mexico is the only place in the world where avocado trees naturally bloom four times a year. So their distinctly delicious flavor is always in season.

**Avocados** From **Mexico**

~ ~ ~ ~ ~ The world's finest. ~ ~ ~ ~ ~

*Taste why Avocados from Mexico make good food better.  
Find delicious recipes at [www.avocadosfrommexico.com/recipes](http://www.avocadosfrommexico.com/recipes)*

© 2010 Avocados from Mexico





# Public Relations and Social Media

“Everyday, Everyway” campaign outreaches consumers in new ways with new recipes and a new spokesperson.



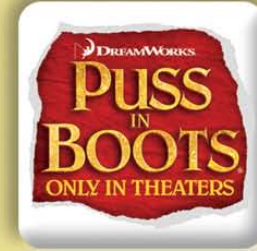


facebook

ou







ANTONIO BANDERAS

New this season is a  
co-marketing  
campaign with  
DreamWorks studios.



DREAMWORKS  
**PUSS IN BOOTS**

PRAY FOR MERCY  
NOVEMBER 4

[PussInBootsTheMovie.com](http://PussInBootsTheMovie.com)



In Theatres, **DOLBY DIGITAL** 3D and **IMAX 3D**

DREAMWORKS





  
**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 食べごろ チェック!

from Mexico!!



The world's finest.



あと4日!

常温で食べごろになるまで  
置いておく。



食べごろ!

今日が食べごろ!

手に吸いつくような弾力が!  
堅いときとはあきらかに違う感触。

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!

しっとり吸い付くような  
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。



MÉXICO

SAGARPA

[www.gobiernofederal.gob.mx](http://www.gobiernofederal.gob.mx)  
[www.sagarpa.gob.mx](http://www.sagarpa.gob.mx)



# 太陽のめぐみ

## メキシコ

## アボカド

from Mexico!!



アボカドと  
ベーコンの  
柚子こしょう炒め

ビタミン・ミネラル  
たっぷりフルーツ



The world's finest.



México

SAGARPA

[www.gobierno.federal.gub.mx](http://www.gobierno.federal.gub.mx)  
[www.sagarpa.gub.mx](http://www.sagarpa.gub.mx)





**CANADA**

Launched PR campaign  
generating over **11.3 million  
impressions**, inviting consumers  
in Ontario to be adventurous with  
avocados from Mexico



# Miss Ava Cado

@MissAvaCado Toronto, Canada  
Mexico's sultry avocado ambassador  
<http://www.missavacado.com>

Message



## Brenda's Canadian

Home About Me Recipe Index Contact Me

SUNDAY, APRIL 17, 2011  
Roasted Garlic and Serrano Guacamole



As I mentioned below, I recently received some avocados from...  
compete in their Guacamole Blogger Challenge...  
making the delectable guacamole...  
received...

### AVOCADOS 101 AVOCADO RECIPES MEET MISS AVA CADO MEDIA CONTACT US [www.avocadosfrommexico.com](http://www.avocadosfrommexico.com)

Share or Bookmark this site:

## Spicy Prawns with Zesty Avocado Spread

The creamy avocado in these bite sized appetizers is a cool complement to the spicy prawns and the crunchy texture of the rice cracker. 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!

1 tbsp	olive oil	15 mL
20	large prawns, shelled	20
1/2 tsp	chilli garlic paste	15 mL
1/2 cup	chopped fresh cilantro	50 mL
2	avocados from Mexico, finely	2
		1
		1
		20



## Avocados From Mexico

The world's finest.



### user poll

Do you wish to be a Miss Canadian?

...angeled in colour and  
...ands. Remove from heat  
...the P...  
...celebrates  
... | The F

## 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		
Stage	Ripeness Indicators	Ready to Eat
Unripe	hard and bright green, least susceptible to damage or bruising	in 5 - 7 Days
Pre-conditioned	brown colouring on skin indicating the fruit is beginning to ripen	in 3 - 5 Days
Ripe	dark green to brown and yields to gentle pressure. Handle with care!	display as Ready to Eat
Overripe	dark brown or black with visible air pockets	check fruit for damage and bruising Remove from display and discard

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

Chart B: Avocado ripen at different temperatures throughout the year and must be stored at appropriate temperature based on season		
Stage	Time of Year	Storage Temperature
Unripe	February - March	41°F / 5°C
Unripe	April - July	39-38°F / 3.8-3.3°C
Unripe	August - October	42°F / 7.2°C
Unripe	November - January	43°F / 6.1°C

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 (Do not exceed 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 meal time 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's bright black and yields to gentle pressure

Choose an avocado that's bright green with dark green patches starting to appear

Choose an avocado that is dark green and yields to touch

4. Cross-merchandise. Place onions, garlic, cilantro, limes and tomatoes with ripe avocados along with recipe cards.



### Classic Guacamole

A classic guacamole recipe is a staple for any host. To mix it up, play with the heat – turn it up by adding more peppers, or for a milder taste, cut back. Once you know the basics, it's easy.

1 cup	dived sweet onion	250 ml
1/4 cup	minced, seeded jalapeño peppers (about two peppers)	50 ml
3	ripe avocados	3
	from Mexico, peeled, pitted and diced	
1/4 cup	chopped fresh cilantro	50 ml
3 tbsp	fresh lime juice	45 ml
2 tsp	minced garlic	10 ml
1 tsp	coarse salt	3 ml
1/2 tsp	fresh cracked pepper	2 ml



In medium bowl, combine onion, jalapeño peppers and avocados. Stir to combine. Sprinkle with cilantro, lime juice, garlic, salt and pepper; mix thoroughly. Serve with crisp tortilla chips and extra lime wedges. Best if enjoyed within one day.

Makes about 2 cups.  
Tip: For extra kick, leave the seeds in the pepper.

For more avocado recipes, visit: [www.missavacado.com](http://www.missavacado.com)



Avocados <sup>From</sup> Mexico

The world's finest.

¡Hola! My name is Miss Ava Cado.  
For delicious and healthy avocado recipe ideas visit: [www.missavacado.com](http://www.missavacado.com)



¡Hola! Je m'appelle Miss Ava Cado.  
Pour de plus amples idées recettes à base d'avocats, veuillez visiter: [www.missavacado.com](http://www.missavacado.com)

Classic Guacamole  
Guacamole Classique



Smoked Turkey with Avocado and Quick Pickles  
Dinde fumée à l'avocat et aux cornichons express



Avocado Semifreddo  
Dessert semi-glacé à l'avocat



“¡Hola! My name is Miss Ava Cado.  
For great tasting recipes, visit [www.missavacado.com](http://www.missavacado.com).”

ppelle Miss Ava Cado.  
Pour de succulentes recettes, visitez le [www.missavacado.com](http://www.missavacado.com). »



Great tasting avocado recipes at [www.missavacado.com](http://www.missavacado.com)









**THANK YOU - QUESTIONS**