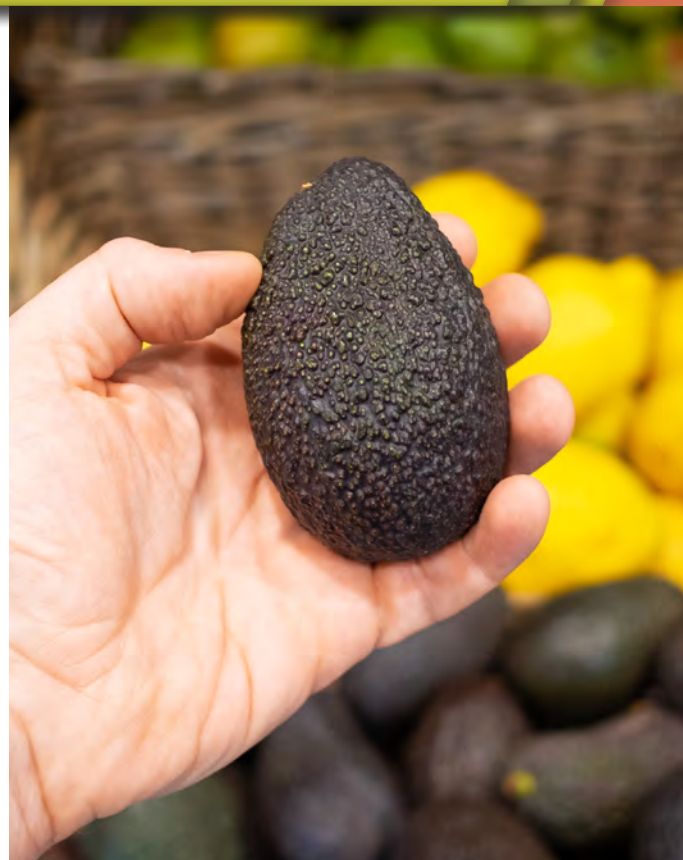


# Building a Bigger Category

Driving Long-Term Growth of Hass Avocado Sales

## ACTION GUIDE



Long-Term Hass Avocado Growth  
Action Guide  
2020

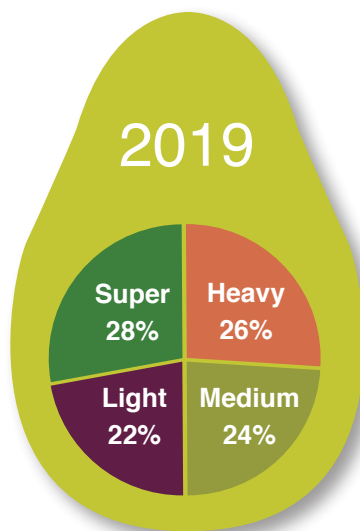
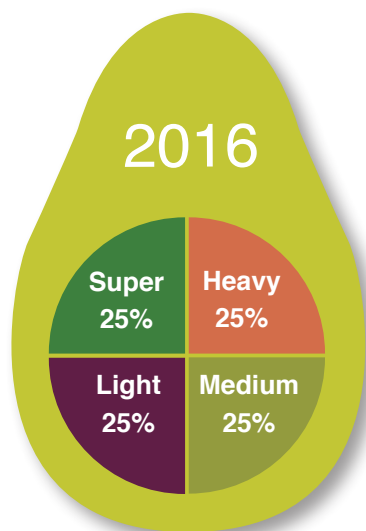
HASS  
AVOCADO  
BOARD

# Focus on and Engage with Super Avocado Shoppers



**Super avocado-purchasing households are the catalyst for long-term sales growth**

Segment Share of Avocado-Purchasing Households



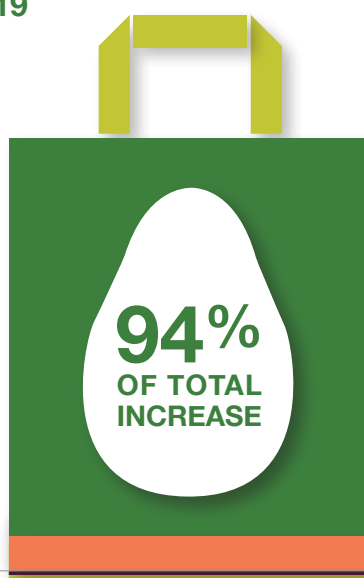
The Super Segment is Growing and Made Up **28%** of U.S. Households in 2019

**As this shopper segment continues to develop, so does their contribution to category growth. The Super segment drove 94% of long-term incremental purchases**

Incremental Avocado Purchases 2016-2019



TOTAL CHANGE



CHANGE BY SEGMENT

- +\$236M**  
Super
- +\$21M**  
Heavy
- \$2M**  
Light
- \$5M**  
Medium

# Focus on key actions and opportunities to drive sales of Hass avocados



Develop marketing activities that attract new shoppers to the avocado category

One Additional Point of Household Penetration is Valued at

**\$29M**  
per Year



Trigger additional purchase trips for avocados



One Additional Trip per Household is Valued at

**\$241M**  
per Year

