

Rethinking Retail: Ultra Shopper Retail Channel Snapshot



Key Purchase Trends for Ultra Avocado Shoppers in
Select Retail Channels

Terms and Definitions

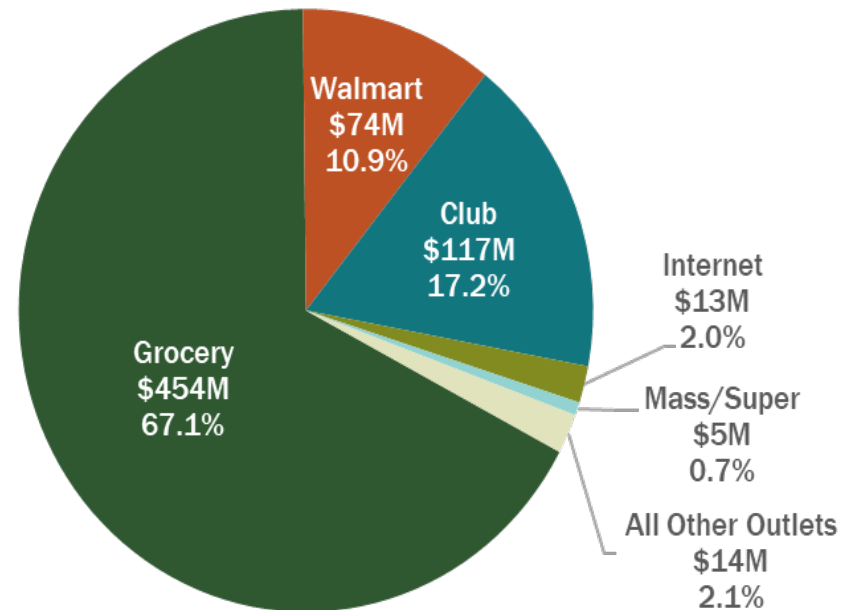
- Product
 - Avocados
- Time Periods
 - **Current Year (CY)** – 2020 Calendar year
 - **Prior Year (PV)** – 2019 Calendar year
- Channels
 - **All Channels**
 - **Grocery**
 - **Walmart** – All Walmart non-Club stores including Supercenters
 - **Club**
 - **Internet** – All online avocado purchase sites (e.g. Amazon, Walmart.com, etc.)
 - **Mass/Supercenter** – Excluding Walmart
 - **All Other** – Dollar, Drug, Military, and Misc.
- Metrics: All metrics in this report are rounded
 - **Household (HH) Penetration** – The percentage of households that purchased product
 - **Shoppers/Buyers** – Throughout this report, the term “shoppers” and “buyers” refers to households that purchased the product
 - **Repeat Buyers** – Households that purchased the product more than once per year
 - **Buying Rate** – Annual product dollar spend per product buying household
 - **Trips per Buyer** – Annual number of purchase occasions per product buying household
 - **Dollars Per Trip** – Dollar spend on product per purchase occasion
 - **Purchases** – Household purchases are captured in dollars (no volume or units)
- Source:
 - IRI Consumer Network™ 2021

Ultra shopper avocado purchase dollars by channel - 2020

Two-thirds of Ultra shopper avocado purchases were made in the Grocery channel during 2020. The Internet channel gained the largest share of avocado purchases

About 67% of Ultra shopper avocado purchases were made in Grocery during 2020, which was flat (-0.3%) vs. 2017. The Internet channel saw a +2-point increase in dollar share as purchases increased +324% over the 3-year period.

All remaining channels except for All Other Outlets (-12.3%) and Mass/Super (-24.4%) showed dollar growth since 2017



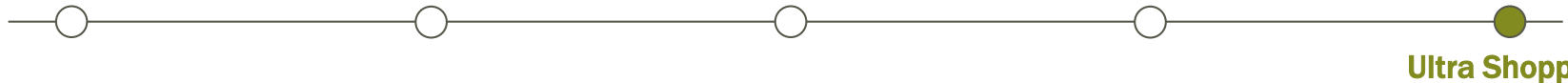
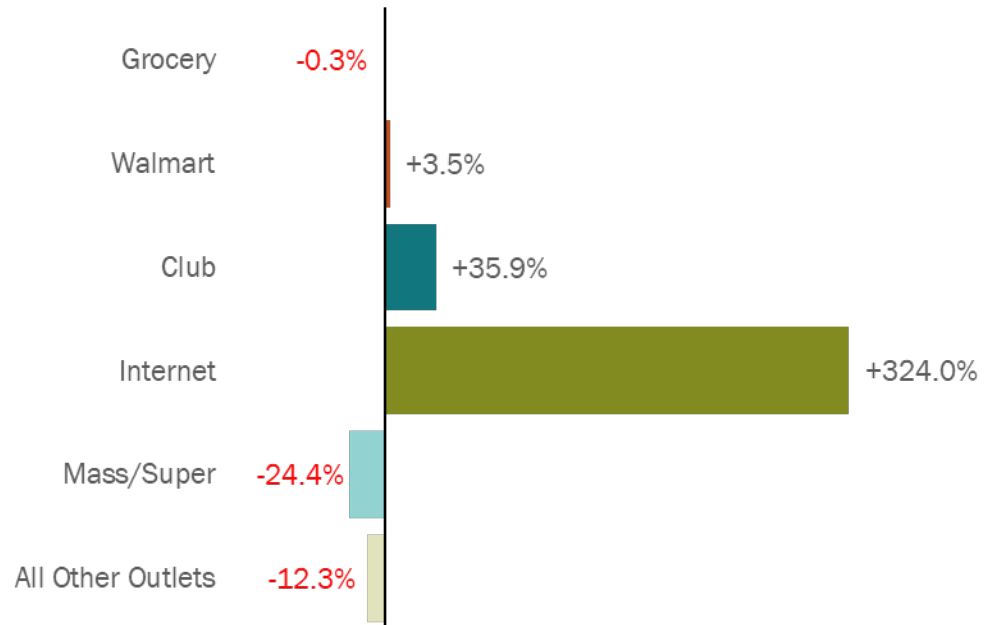
Ultra Shopper Key Purchase Metrics

Avocado dollar growth by channel (2020 vs. 2017)

Internet share of Ultra shopper avocado dollars increased +324% vs. 2017

Club (+35.9) and Walmart (+3.5%) also saw increases over the 3-year period

Mass/Super (-24.4%), All Other Outlets (-12.3%), and Grocery (-0.3%) saw a decline in Ultra shopper purchases



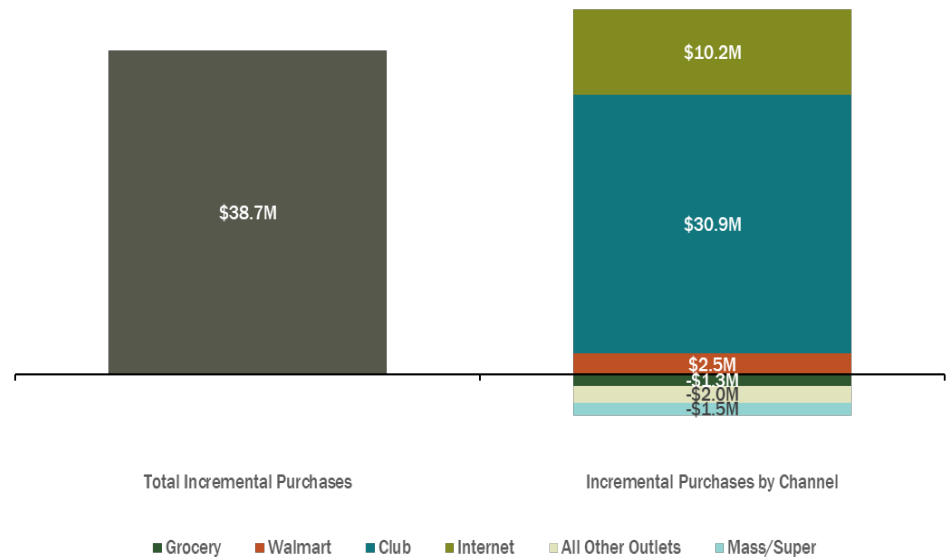
Ultra Shopper Key Purchase Metrics

Ultra shopper incremental avocado purchases by channel (2020 vs. 2017)

The Club channel showed the greatest increase in incremental Ultra shopper avocado purchases

Club channel (+\$30.9M) Ultra shopper spend produced the highest incremental dollar increase vs. 2017

Internet incremental purchases by Ultra avocado shoppers grew by +\$10.2M (+324%) since 2017



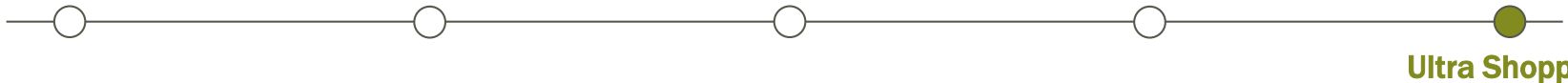
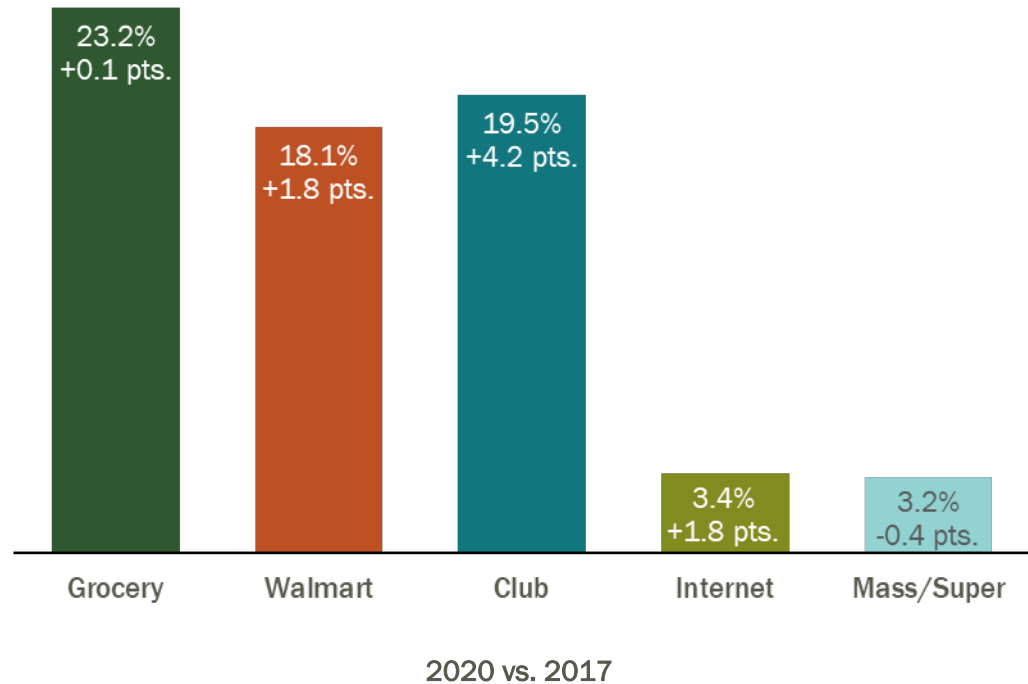
Ultra Shoppers

Ultra Shopper Key Purchase Metrics

Ultra shopper percentage of retailer trips with avocados - 2020

Ultra shoppers included avocados in their baskets on 1 out of 5 of their Grocery shopping trips during 2020

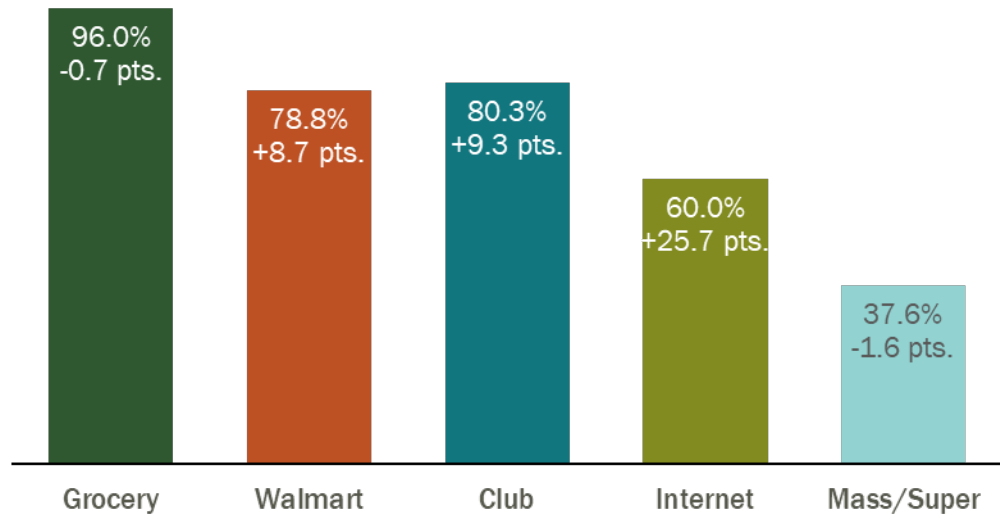
All channels saw increases in the percentage of Ultra shopper retailer trips that included avocados, except for Mass/Super (-0.4 points). 2020 vs. 2017



Ultra shopper repeat buyers by channel - 2020

About 9 out of 10 Ultra avocado shoppers purchased avocados more than once per year in Grocery in 2020

Repeat purchases by Ultra shoppers increased in Internet (+25.7 points), Club (+9.3 points), and Walmart (+8.7 points) while declining in Mass/Super (-1.6 points) vs. 2017



2020 vs. 2017

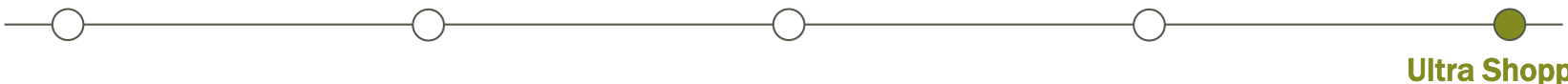
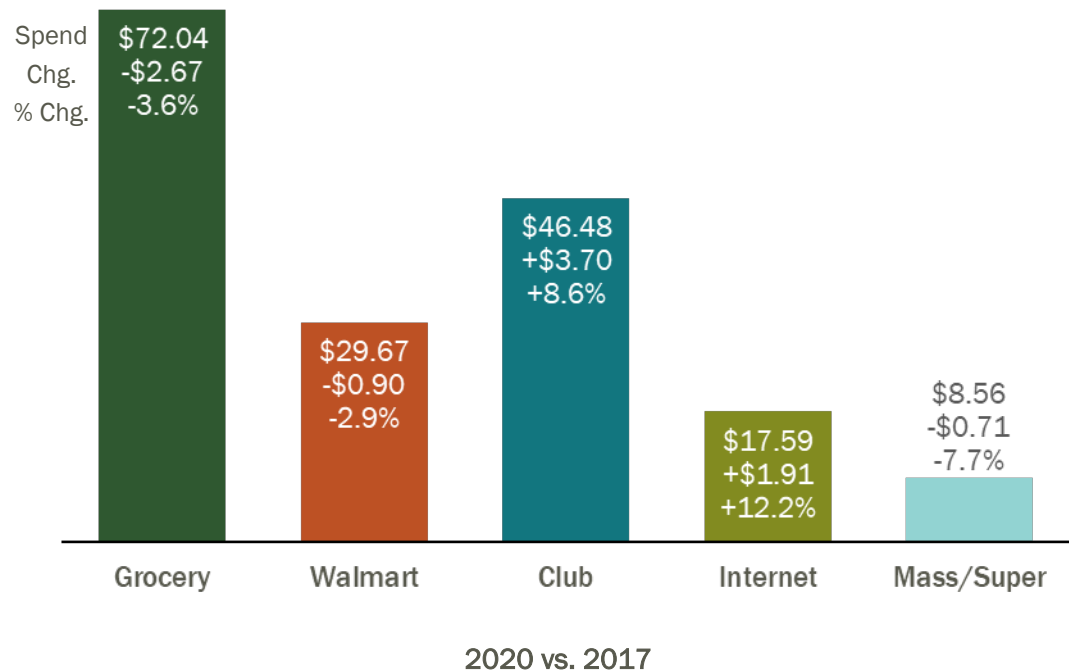


Ultra Shoppers

Ultra shopper annual avocado spend per household by channel - 2020

Ultra avocado shoppers had the highest annual avocado spend per household in Grocery during 2020

Annual avocado spend by Ultra avocado shoppers declined across all channels, except Internet (+12.2%) and Club (+8.6%) since 2017. The steepest decline in Ultra avocado annual spend was with Mass/Super where avocado spend fell -7.7% vs. 2017



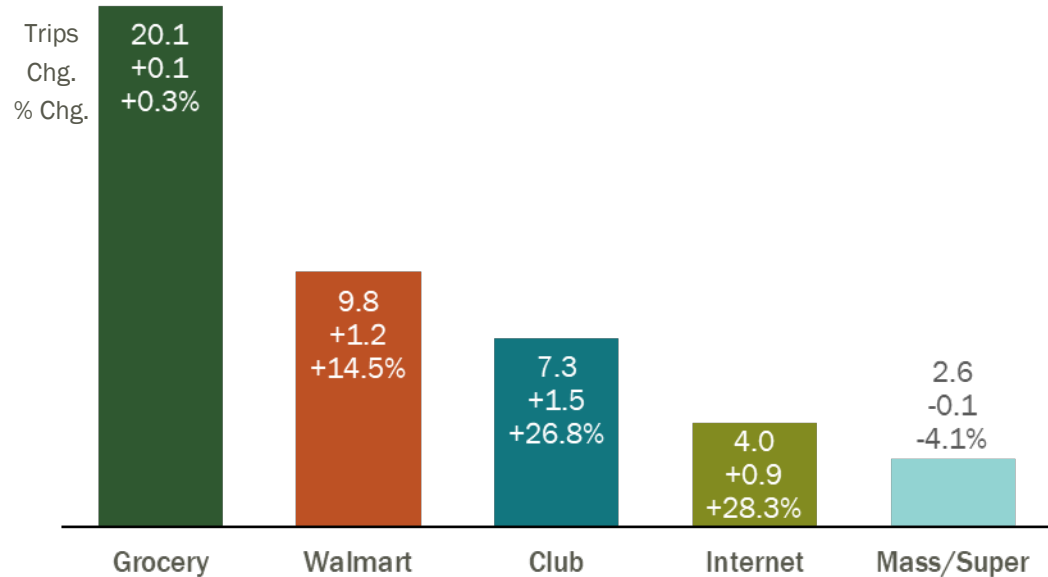
Ultra Shoppers

Ultra Shopper Key Purchase Metrics

Ultra shopper avocado trips per year by channel - 2020

Ultra shoppers purchased avocados an average of 20 times per household annually in 2020 in the Grocery channel

Avocado trips made by Ultra shoppers increased in the Internet channel (+28.3%), Club (+26.8%), and Walmart (+14.5%) since 2017, while Grocery trips were flat (+0.3%) and Mass/Super (-4.1%) declined over the 3-year period



2020 vs. 2017

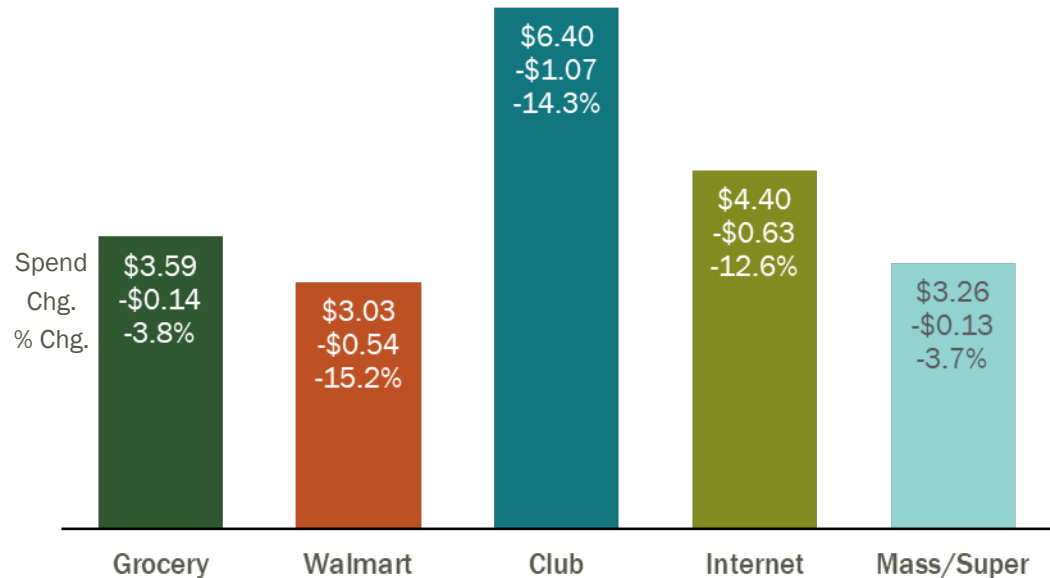


Ultra Shoppers

Ultra shopper avocado spend per trip - 2020

Ultra avocado shoppers had the highest avocado spend per trip in Club, followed by Internet, during 2020

Avocado spend per trip by Ultra shoppers declined across all channels since 2017, ranging from -3.7% in Mass/Super to -15.2% in Walmart



2020 vs. 2017



Ultra Shoppers