New Avocado Merchandising Concepts

Step-by-step set up
Principles

1. Sorted displays
2. Ripe fruit consistently available
3. Coloured ‘stages of ripeness’ foam pads
4. ‘Buy Now, Eat Now’ and /Buy Now, Eat later’ header cards
Step 1. Clean display area and place pads
Step 2. Place ripe fruit on black pad, unripe fruit on green pad

Note:
Maximum 2 layers high (preferably 1 high for ripe fruit)
Step 3. Place header cards in best location to suit display
Step 4. Do not over-stock. Display according to demand

Tips:
1. Use complementary products (tomatoes, lemons etc) to fill display area
2. Cut side of green foam (scissors) and slide black foam under, according to demand or fruit available (bigger for late week, promotions etc)

Avocado Best Practice:
Display ripe fruit 1 layer high
How to accelerate avocado ripening, using ethylene and warmth from bananas

Step 1. Open banana cartons and place unripe avocados above

Step 2. Cover avocados and bananas with plastic liner from banana carton

Step 3. Regularly monitor ripening of bananas and avocados