

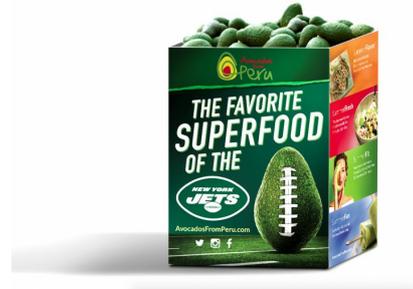


By Carl Collen

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Jet propulsion for Peruvian avos

NFL side New York Jets announces a partnership with Avocados from Peru



The New York Jets has revealed that Avocados from Peru is now a partner of the NFL team, a tie-up that will provide Avocados from Peru with branding opportunities throughout MetLife Stadium, digitally and at sponsored events, in addition to several unique Avocado themed activations.

"Avocados from Peru will provide a very unique experience for our fans at MetLife Stadium," said Ian Lasher, New York Jets senior vice-president, corporate partnerships. "We enjoy partnering with brands that offer fun and different elements on gameday for our fans to partake in."

As a partner of the New York Jets, the Jets and Avocados from Peru, will make a record-breaking bowl of guacamole weighing in at over 9,000 pounds before the home opener at MetLife Stadium on 8 September.

Through its ripening center, Wakefern will provide whole ripe avocados for the record-breaking bowl. The record will be certified by the World Avocado Association. To help feed the community, The New York Jets intend to donate the large batch of guacamole to local food banks via Rock and Wrap It Up!

Avocados from Peru will enhance Jets fans' food experience throughout MetLife Stadium on 8 September. Avocados from Peru will be providing fans with free avocado toppings at all Taco's Raqueros concessions (MetLife Central, 117, Toyota Club, United Rentals Club, 313) and all (19) Franks hot dogs stands throughout the stadium, bringing the AvoDog to MetLife Stadium for the first time.

The agreement also incorporates Avocados from Peru into the Jets Cooking School,

where season ticket holders and alumni come together to learn the newest tailgate cooking trends from professionals.

"We are thrilled to partner with the New York Jets and ShopRite to demo delicious Avocados from Peru," said Xavier Equihua, CEO and president of the Peruvian Avocado Commission. "This unique event will allow consumers to taste the official guacamole recipe of the New York Jets, made with their favourite superfood, Avocados from Peru."

Additionally, the Avocados from Peru brand will be integrated into various levels of the fan experience throughout MetLife Stadium during the 2019 season.