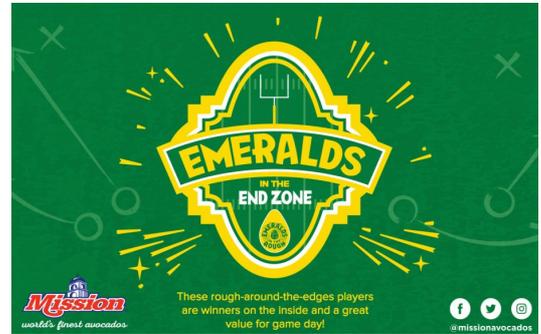




By Maura Maxwell

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## Mission's Emeralds in the End Zone campaign returns



Avocado specialist gears up for next year's Superbowl with marketing drive for grade 2 fruit

**M**ission Produce is bringing back its Emeralds in the End Zone marketing campaign to coincide with the start of the college bowl season and pro football playoffs.

During the weeks leading up to The Big Game, retailers will be able to capitalise on the high volume of grade 2 avocados and increased avocado demand by carrying Mission Produce's Emeralds in the Rough 2 and 3lb party-size packs, before switching to bulk ripe fruit the week before for those last-minute shoppers.

"The market is experiencing sizable volumes of grade 2 avocados, providing plenty of product to take

advantage of competitive pricing for Emeralds in the Rough," said senior director of business development Patrick Cortes.

He said the packs could help retailers maximise profits while appealing to value shoppers who are indifferent to the fruit's outward appearance.

"In addition to this, retailers will make it to the end zone by using smart merchandising and incorporating the Emeralds in the End Zone campaign into their advertisement efforts," added marketing director Denise Junqueiro.

Mission Produce is confident that its eye-catching point-of-sale material

will grab shoppers' attention and communicate the value of grade 2 avocados.

"Emeralds in the Rough avocados might look like hard-nose middle linebackers, but they're buttery, smooth and a cost-effective way for consumers to secure that game day guacamole.

"Our Emeralds in the End Zone campaign speaks to shoppers and we know that this promotion will have them 'running back' for more," said Junqueiro.