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Introducing SlimCado®

It's the green-skinned avocado from Southern Florida that can grow category sales without taking up a lot of space. With half the fat and 35 percent fewer calories than the leading California avocado, SlimCados complement your current avocado offering, giving health-conscious customers an alternative.

Larger in size, these Florida avocados draw plenty of attention. They have a distinctively light avocado taste that is often described as nutty or buttery.

Knowing this Florida avocado's nutritional value will tempt consumers to use avocados more often and in many more ways.

- Green salads get noticed when tossed with morsels of SlimCado.
- Small cold cubes of SlimCado floating on the top of hot soups provide an appetizing dichotomy of cold vs. hot and zesty vs. fresh.
- Large Florida avocados make chunkier guacamole. When this party dip has less fat and fewer calories, consumers will enjoy it more often.
- Nothing tops a sandwich or a hamburger better than thin slices of a Florida avocado.
- Cut a Florida avocado in half and fill it with your favorite seafood salad. This avocado is big enough to use as a bowl, allowing two distinctive tastes and textures to be savored in each spoonful.
- And finally, there's the simple joy of a Florida avocado cut in half with just a squeeze of lime on top and eaten with a spoon.

Avocados aren't just for parties. Any meal can be made into a little celebration with SlimCados.

Besides being lower in fat and calories, the Florida avocado is also rich in vitamin A, high in potassium and cholesterol free. SlimCados are not genetically modified — they come by these characteristics naturally.



QUICK TIPS

- 1 **Think big displays at the beginning of the season. SlimCado aficionados wait for its arrival. As the season progresses, create small multiple displays to cross-merchandise with bagged salads and guacamole ingredients.**
- 2 **Remember the SlimCado in mid-July; the 12-count is available in promotional volumes. It's a great spark for summer produce sales. In August, ask about promotional volumes for the 10-count.**
- 3 **Point customers to the Brooks Tropicals Web site for nutritional details and additional information. The Web address is on the label.**

Recommended Display Ideas

Add SlimCados to your avocado section and give your customers a choice of great avocado tastes.

But don't stop there. Place SlimCados near other salad ingredients. These green-skinned avocados make delicious sense in salads. When they are displayed near bagged salads, your shoppers have a quick and easy way to make their salads special.

When you're rounding up ingredients for your guacamole display, make sure to include SlimCados for a fresh-tasting guacamole.

Merchandise Florida avocados targeting your South and Central American customers. This is the avocado of choice for many Hispanic dishes.

Variety And Availability

Available July through February, Florida avocados are generally pear shaped and green skinned. Their weight can vary from 14 ounces to a hefty 34 ounces. Overall, the avocado will vary in size from 4 to 12 inches long and up to 6 inches wide.

Promotional/Advertising Ideas

Make a big splash in mid-July to kick off the SlimCado season. Look for promotional volumes of 12-count fruit in July and 10-count in August—just in time for chopping up into salads that make their yearly debut during summer barbecues.

Add gusto to the guacamole, hamburgers

and salads of tailgate parties with the Florida avocado's tropical taste, which goes well with autumn's typical fare.

Traditional holiday favorites can be high in calories and fat. SlimCados make a healthful alternative side dish for those special meals.

Ripeness

A Florida avocado stays green as it ripens. It's ready to eat when it gives to gentle pressure.

SlimCados ripen quickly at room temperature and are sensitive to ethylene.

Display Care And Handling

Display enough to sell in one day, roughly 15 to 30 pieces (depending on the traffic in your store). When replenishing, rotate any leftover day-old fruit to the front.

Optimum Shelf Life

Brooks' Continuous Cold Chain® keeps SlimCados at their best from the field to your store. The first link in the chain is the hydrocooling that is done immediately after harvesting. Hydrocooling takes the tropical heat out while keeping the fruit's freshness in. The chain continues with these green-skinned avocados being stored in dedicated coolers set at optimum temperature and humidity levels. The final link is the refrigerated loading docks that allow SlimCados to be shipped to your store at optimum freshness.

As the largest grower, packer and shipper of green-skinned avocados, Brooks Tropicals has a reputation for delivering this fruit with the best in shelf life. SlimCados have approximately a 4-day shelf life with the fruit being ready to eat for another one to two days.

Backroom Receiving And Preparation Procedures

Store SlimCados by keeping their environment cool and humid, between 42° and 48° F. Do not store below 40° F. Optimum humidity is between 85 percent and 95 percent.

SlimCados are UPC/PLU coded and are boxed in flats, doubles and bruces.

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For a handy pocket care guide for SlimCado® Avocados, send an e-mail to: maryo@brookstropicals.com.