

HASS AVOCADOS FROM CHILE 2009-2010 PROMOTIONAL CALENDAR

MARKETING PROGRAMS Months	June 2009	July 2009	Aug 2009	Sep 2009	Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010	March 2010
Consumer Advertising										
TV (English & Spanish)										
Radio (English & Spanish)										
Consumer Online										
Trade Print										
Trade Online										
Outdoor Billboard										
HAB Fall 2009 Joint Baseball Promotion										
Public Relations (Latino/General Market Outreach)										
Hoffman/Grotto/Sass										
Chilean Avocado Lovers										
AYSO										
Chivas USA										
Broadcast										
Magazine Food Editors										
Recipes/Photos										
Media Kit										
Retail Dietitians										
Trade Conferences										
Produce/Retail Trade										
Foodservice										
Newsletter										
Website										
Monthly Reporting										
Retail Specific Programs										
Make the Most of Your Produce (Kroger)										
Pink Ribbon Produce (Meijer, Harris Teeter, Price Chopper)										
Zoom-a-Bloom (Bloom)										
So Good. So Many Ways. In-Store Promotions										
Grab Some for the Game										

*Plan subject to change based on media availability.



Billboard



TV Spot



Turner - The Big Hit



Ghoulish Guacamole



Cynthia Sass



Chivas



Ingrid Hoffmann



Signage



Contests



SO GOOD. SO MANY WAYS.