

Hass World-Class Avocados



2010 PROMOTIONAL PLANNER

	WINTER										SPRING										SUMMER										FALL																					
	Jan 2010				Feb 2010				Mar 2010				Apr 2010				May 2010				Jun 2010				Jul 2010				Aug 2010				Sep 2010				Oct 2010				Nov 2010				Dec 2010							
(Wednesday Ad Dates)	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	6/30	7/7	7/14	7/21	7/28	8/4	8/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22	12/29
MERCHANDISING RipeScan: Jan 1-31, Jun 1-30, Oct 1-31 Avocado Business Reviews Market-Level AvoScore Cards Retail Educational Materials Retail POS Materials																																																				
NUTRITION-CONSUMER & INFLUENCER Public Relations - Nutrition National Nutrition Month Promotion Online Marketing - Nutrition (avocadocentral.com) Retail Nutrition POS Available American Dietetic Association																																																				
BIG GAME Public Relations "Big Game Day": Jan - Feb & Nov - Dec Online Marketing "Big Game Day": (avocadocentral.com) Retail Football POS Available																																																				
FALL SPORTS ENTERTAINING Fall Sports Entertaining -Themed Retail Promotions: Aug - Oct Sports Entertaining POS (Available Year-Round) Fall Sports Entertaining Joint Advertising - Theme TBD Public Relations: Jul - Sep Online Marketing - Sports Entertaining (avocadocentral.com) (Available Year-Round, new content beginning Sep.)																																																				