

POWER PAIR POWER TOOLS

Inside this toolkit you'll find a wealth of resources and educational materials developed to help you spread the good word about heart healthy avocados and protein-rich eggs while giving your communities practical and delicious ways to incorporate them into their diets.

In-store events can create excitement and a pleasurable shopping experience to get consumers coming back for more.

To help dietitians and retailers promote National Nutrition Month, we have provided a 3-step planning process to host your event in-store.

1 CREATE A THEMED EVENT	2 ENGAGE YOUR CONSUMERS	3 EDUCATE AND INSPIRE
<p>Introduce the Power Pair! Avocados and eggs save the day with their nutrient dense deliciousness.</p>	<p>Host product demos and sampling events with approved recipes your consumers will love. Recipe booklet inside!</p>	<p>We make it easy. Key educational messaging and Avocados & Eggs Nutrition 101 talking points are right here at your fingertips.</p>

SPREAD THE WORD

Make sure your consumers know about your upcoming event on Facebook and Instagram. Visit [AvocadosFromMexico.com/Trade](https://www.avocadosfrommexico.com/trade) for social examples complete with avo/egg recipes that can link to your event. Then share on social media and distribute to your consumers.



POWERFUL SWAP-OUTS AND PLUS-UPS

Here's a powerful idea: Swap out unhealthy foods and ingredients with heart healthy avocados and protein packed eggs or use them to plus up meals and snacks with added nutrients.

SWAP OUT WITH AVOCADOS ON SANDWICHES

1 TB
MAYO



- ▶ **SWAP OUT** mayo with mashed avocados and save 90mg of sodium
- ▶ **ADD** 3g of fiber, plus vitamins and minerals

SWAP OUT WITH

1/3 MEDIUM
AVOCADO

1 OZ
CHEESE



- ▶ **SWAP OUT** cheese with sliced avocados and save 4g of saturated (bad) fat
- ▶ **ADD** 6g of good fats



PUT AN EGG ON IT

- ▶ **PUT A POACHED OR FRIED EGG ON YOUR AVOCADO TOAST**—a protein packed breakfast helps sustain mental and physical energy throughout the day
- ▶ **PUT AN EGG ON YOUR SALAD** to increase the absorption of Vitamin E by up to 7x



FOLLOW AND DON'T FORGET TO TAG US!



Learn more at [AvocadosFromMexico.com](https://www.avocadosfrommexico.com) or [IncredibleEgg.org](https://www.incredibleegg.org)

While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

NATIONAL NUTRITION MONTH GUIDE

featuring **THE POWER PAIR**

Saving the day with nutrient dense deliciousness!



the incredible egg



A POWERFUL PARTNERSHIP

During National Nutrition Month, **Avocados From Mexico** and **The Incredible Egg** have partnered up to help Registered Dietitians and retailers increase the public's awareness of good nutrition by introducing The Power Pair—**Avocados From Mexico** and **The Incredible Egg**.

WHY CHOOSE AVOCADOS FROM MEXICO AND THE INCREDIBLE EGG?

Avocados and eggs contain nutrients that play a role in everything from heart health (avocados) to muscle strength and brain function (eggs). PLUS they are full of flavor and endlessly versatile.

National Nutrition Month is dependent on partners like you who enthusiastically plan and organize local events. Thank you for your contribution to the health of our communities!



the incredible egg

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SAY HOLA TO THE AVOCADO

Behold **Avocados From Mexico**. This famously heart healthy fruit has won the hearts and minds of consumers everywhere with its good fats, abundant nutrients, delicious taste and seemingly endless versatility.



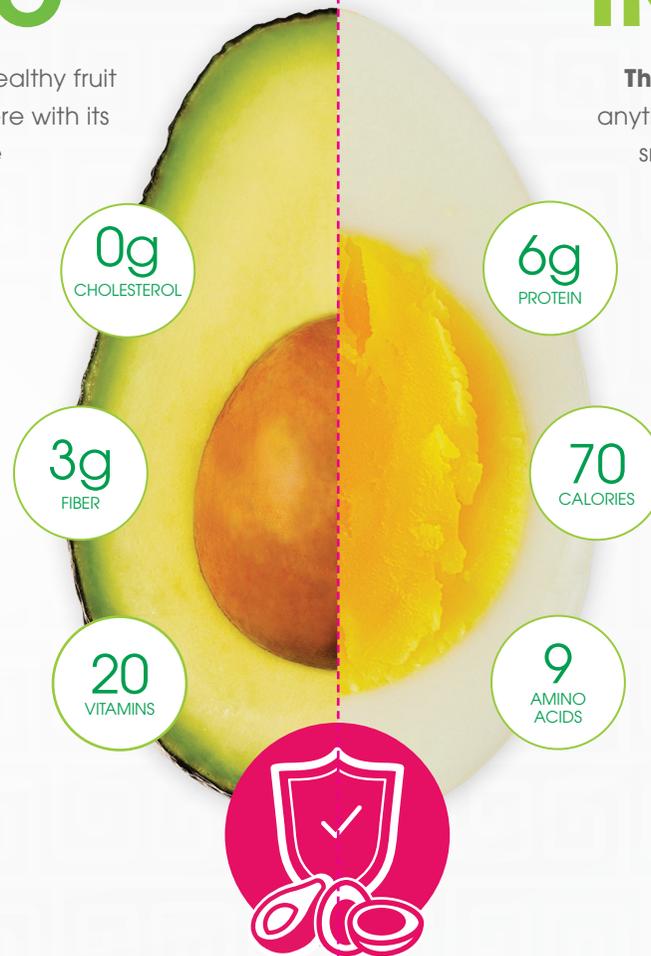
HEART HEALTHY

Avocados are a good source of monounsaturated and polyunsaturated fats (good fats) that can help the body absorb nutrients without raising LDL (bad cholesterol levels).



GOOD SOURCE OF FIBER

With 3g of fiber per 50g serving, avocados are a great fresh fruit option to help boost fiber intake.



NUTRIENT DENSE

Avocados and eggs are both nutrient dense. Each avocado contains nearly 20 vitamins and minerals and is a good source of fiber, and there are varying amounts of 13 essential vitamins and minerals in every egg.

MEET THE INCREDIBLE EGG

The Incredible Egg can be deviled, baked or minced, in anything or on anything, served for breakfast, lunch, dinner or snacks. But no matter how you crack them, eggs pack a heroic nutritional punch.

PROTEIN PACKED

Each large egg contains 6g of protein, making eggs the least expensive source of high-quality protein.



PORTION CONTROL

Each large nutrient dense egg has just 70 calories.

