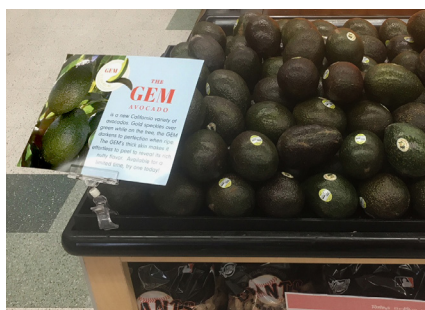


# THE GEM AVOCADO



Available in mid-April to early July for programs, INDEX FRESH is pleased to provide a precious new California variety. The GEM AVOCADO. Gold speckles over green while on the tree, the GEM's thick skin remains firm, but darkens to perfection when ripe. The GEM's thick skin not only makes it well-suited for travel, it peels effortlessly to reveal a striking internal appearance to match its rich, nutty exceptional flavor.

Available for in-store display are posters, educational material, and other signage. Ask your sales representative for more information or to request a sample.



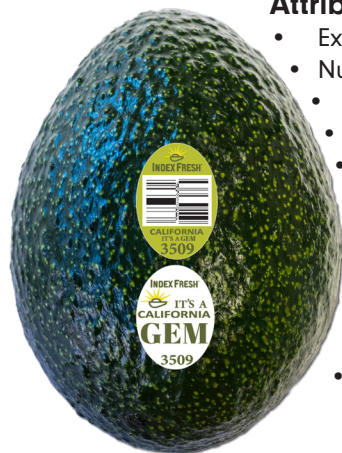
NOW OFFERING BAGS!

## Attributes

- Exceptional flavor
- Nuttiness/richness
- Attractive shape externally
- Clean and flawless internally
- Easy peeling
- Visually appealing

## GEM Information:

- PLU: 3509
- 12-week program
- Sizes available: 48 and larger



POS Posters / Display  
6" x 4" & 10" x 8" available



## ABOUT THE GEM AVOCADO:

The GEM Avocado was first introduced in the late 80's. The GEM program was spearheaded by Gray E Martin (GEM) co-sponsored by UC Riverside in its initial development. GEM avocados are now coming into the spotlight with critical mass to build programs and expand the avocado category.

GEM avocados have a pear-shaped appearance with thick, easy to peel skin, accented with gold speckles, and weighing an average of 7-11oz. The GEM avocado tree is a semi-compact tree, that bears fruit mostly in clusters in the interior of the canopy, protecting the fruit from outside elements.