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Carla, an avocado to Luv

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Fresh Directions put a spotlight on the love for avocados with new branding on its lineup of high-quality tropical avocados under the Luv brand. The Carla avocado is adored for its buttery texture and fresh flavor experience.

With a distinctive round shape and emerald green skin, the Carla complements avocado category sales with consumers delighted by the delicious experience.

Carla avocados imported by Fresh Directions International feature a new large signature heart-shaped PLU code sticker in a vibrant Caribbean blue color, which represents the geographical location of the area and climate which the fruit is grown surrounded by lush landscape and tropical

trade winds.

“The “Luv” Brand is a movement that we are proud to bring to retailers as we celebrate a way of life filled with joy, family, and friendship with our communities, partnerships and consumers through the passion that we all share for avocado,” said Sabrina Castillo, chief administrative officer.

Carla is available for a limited time with shipments available February through April 2021 for a total of 12 weeks. The sizing offered includes 12,14, 16, 18, 20, 24 and 26/28s.

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