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Steven Muro presenting key Hass avocado retail insights

July 22, 2021

Steven Muro, president and founder of Fusion, will share his expertise and industry knowledge during a live webinar from the Hass Avocado Board on Thursday, July 29. The webinar will share insights about the dynamic super avocado shopper and how retailers can reach this influential target to drive sales of Hass avocados.



Steven Muro

“This webinar is important for retailers and industry leaders to learn key insights into this targeted shopper profile,” said Muro. “Details of the impact of the ‘super’ avocado shopper and the shift in shopper purchasing trends over the last four years will also be highlighted during the webinar.”

Fusion, a business-to-business integrated marketing agency, provided HAB with the in-depth study from which key points will be featured during the webinar. The study measured the impact of heavily involved avocado shoppers on long-term category growth compared to shoppers that are less involved in the category. The study also uncovered the underlying purchase trends of Hispanic and Non-Hispanic avocado shoppers and examined their current and future roles in the growth of the avocado category.

The webinar is in partnership with the Hass Avocado Board and is part of its webinar series. Emilano Escobedo, executive director of the Hass Avocado Board, kicked-off the first in the series in last month’s webinar with an overview of the industry. The webinar series shares timely information about topics important to the Hass avocado industry and brings people together to work collectively toward industry growth. The webinars are informative and free to attend. Live questions and answers follow each webinar.

Register for the webinar at <https://register.gotowebinar.com/register/358467595104977166?source=msc>. Sign up for email notifications for future webinars at <https://hassavocadoboard.com/>.

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