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**AFP expanding media partnerships**

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June 23, 2022

As part of [Avocados from Peru](#)'s innovative marketing campaign, it has expanded its media partnerships with NBC, Telemundo and Fox to include more than 70 media markets, including the top 10 in the United States. Among the highlights of the partnerships, AFP will be a local sponsor of top programming that includes the MLB All Star game, Gordon Ramsey's "MasterChef," "America's Got Talent" and the Latino Billboard Music Awards.

View the video below for a taste of the campaign and see celebrity Chef Gordon Ramsey's unique take on Avocado-Cucumber gazpacho.

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