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2015 RADIO SCRIPTS



## RADIO SCRIPT

RADIO SCRIPT

Peruvian Avocado Commission

Title: **Bigger is Better**

Duration: 30 Seconds

*(Radio Station Read)*

**ANNOUNCER:** Everyone knows that “bigger is better.” And that’s especially true when it comes to avocados. Fresh, delicious Avocados from Peru, in season now at (store name), are big in size, which means they’re big on flavor and nutrition too. Avocados from Peru feature nearly 20 vitamins and minerals, good-for-you unsaturated fats, and zero cholesterol or sodium.

**CUSTOM TAG:** Come taste the big flavor of Avocados from Peru, the summer avocado, now in season at (store name).



## RADIO SCRIPT

RADIO SCRIPT

Peruvian Avocado Commission

Title: **Bigger is Better-July 4**

Duration: 30 Seconds

*(Radio Station Read)*

**ANNOUNCER:** Everyone knows that “bigger is better.” And that’s especially true when it comes to avocados. Fresh, delicious Avocados from Peru, in season now at (store name) , are big in size, which means they’re big on flavor and nutrition too. Avocados from Peru feature nearly 20 vitamins and minerals, good-for-you unsaturated fats, and zero cholesterol or sodium.

**CUSTOM TAG:** Celebrate this Fourth of July with Avocados from Peru, the summer avocado, now in season at (store name).



## RADIO SCRIPT

RADIO SCRIPT

Peruvian Avocado Commission

Title: **Bigger is Better-Price**

Duration: 30 Seconds

*(Radio Station Read)*

**ANNOUNCER:** Everyone knows that “bigger is better.” And that’s especially true when it comes to avocados. Fresh, delicious Avocados from Peru, in season now at (Store name), are big in size, which means they’re big on flavor and nutrition too. Avocados from Peru feature nearly 20 vitamins and minerals, good-for-you unsaturated fats, and zero cholesterol or sodium.

**CUSTOM TAG:** Now get large Hass Avocados From Peru for just x cents each, only at (store name).