



BIG GAME



POTENTIAL PARTNER

JAN 4 – FEB 7, 2021

In-Store Date: Jan 18 | Order By: Nov 13, 2020

Get in the game early and finish strong with our 360° support to score big basket rings.



INSIGHTS & OPPORTUNITIES



Avocado shoppers had a **7% higher average basket spend** for the 10 days leading into the 2020 Big Game than average shoppers.¹



Avocado grocery shopping trips are **more valuable** with BUD LIGHT! \$77.75 total average grocery basket spend with avocados vs. \$116.62 average grocery basket spend with avocados and BUD LIGHT.²



The key is setting up 10 days before the event to make sure you capture all the Big Game sales.

EXCITING TRAFFIC DRIVERS

CONSUMER SAVINGS

BEER PURCHASE DIGITAL REBATE

EARN A \$6 REBATE when you purchase ONE (1) BUD LIGHT® 12-pack or larger and THREE (3) Avocados From Mexico

NO BEER PURCHASE DIGITAL REBATE

EARN A \$4 REBATE when you purchase THREE (3) Avocados From Mexico

TX ONLY IRC TEAR PAD

SAVE \$0.75 when you purchase THREE (3) Avocados From Mexico

IN-STORE ACTIVATION

CUSTOM ENDZONE PARTNER BIN WITH HEADER

DIGITAL ENGAGEMENT

SOCIAL AND DIGITAL SUPPORT



28" X 28" FLOORTALK

Sources:

1. Numerator shopper profile report from 1/24/2020 to 2/2/2020, all channels
 2. Numerator Insights Basket Affinity Report for latest 52wks thru 5.20.2020

ENJOY RESPONSIBLY

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Contact your Regional Director for details.

All partner and program elements are subject to change.



ORDER FORM

JAN 4 – FEB 7, 2021
Order By: Nov 13, 2020

KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Custom Endzone Bin with AB Side Stacks + Beer Header + Beer Rebate Offer		Available States: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, KY, MD, MI, MS, MT, ND, NE, NH, NV, NY, OH, OK, OR, SC, SD, TN, VT, WA, WI, and WY
Custom Endzone Bin with AB Side Stacks + No Beer Header + Rebate Offer		Available States: AL, AR, CT, HI, MA, ME, MN, MO, NC, NJ, PA, RI, UT, and WV
Custom Endzone Bin with AB Side Stacks + TX ONLY Header + TX ONLY IRC Offer (200 Coupons per Kit)		TX ONLY IRC Offer

ASSEMBLED DIMENSIONS AND PALLET CONFIGURATIONS

CUSTOM ENDZONE PARTNER BIN WITH HEADER

Assembled Dimensions*

- 56"L x 18.75"W x 30"H
- 56"L x 18.75"W x 40"H with header

Pallet Configuration*

- 36 kits on 48"L x 40"W x 68"H
- 36 layers per pallet
- 1 kit per layer

RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations. Please allow 1 week for delivery of POS items.

Retailer: _____ Contact: _____

Contact Email: _____

Contact Phone # _____ Contact Fax # _____

Shipping Address: _____

City/State/Zip: _____

Any special delivery instructions we need to be aware of? _____

Delivery Window: _____ Delivery Appointment Needed: _____

Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Shopper



◆◆◆ ALWAYS IN SEASON ◆◆◆

*Estimated Dimensions

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