SCORE WITH SHOPPERS THIS FALL WITH THE ULTIMATE TAILGATE TRUCKS GIVEAUAY

We're giving away up to 10 TRUCKS + TAILGATE GEAR TO LUCKY WINNERS. A total giveaway valued at \$500,000!*



AvocadosFromMexico.com/Shopper

GET READY FOR THE ULTIMATE TAILGATE DARTY WITH AVOCADOS FROM MEXICO!



GUAC THE TAILGATE

Fall Football is back and excited fans are gearing up to host tailgate events and viewing parties at home. That's why Avocados From Mexico is investing in the football season to build one of the largest avocado consumption occasions of the year. This season, we're fueling the excitement by giving away up to 10 TRUCKS + TAILGATE GEAR. A total giveaway valued at **\$500,000!***

INSIGHTS & OPPORTUNITIES



Football is the top occasion where avocados are served and prepared!¹



Avocados take the top spot during football season. AFM is the share leader from Oct. – Dec.²



Get noticed and keep avocados top-ofmind while inspiring shoppers with our amazing football themed prizes!

Sources:

 AFM Consumer Shopper A&U Study 2020
 HAB shipment actual arrival volume share from 1/4/2015 thru 12/27/2020, 6-yr composite

New! A BIN THAT DRIVES TRAFFIC

Get ready to boost baskets by the truckload with our all-new, easy to assemble displays including the avocado truck bin, perfect for the tailgating season.

*Individual prize package valued at approximately \$50,000.

MATE

TAILGATE



GUAC THE TAILGATE

EXCITING

OCT - DEC 2021 Order while supplies last

X◆X◆X◆X◆X◆X◆X◆X◆X◆X◆X◆X◆X◆X◆X

Order Free Displays!

Score big numbers with this football-focused program.



11" X 7" SIGN

**Individual prize package valued at approximately \$50,000.

*All partners and program elements are subject to change.



ORDER FORM

Order Free Displays!

OCT – DEC 2021 Order while supplies last

KIT OPTIONS	QTY	PROVIDE SPECIFIC DELIVERY INSTRUCTIONS
Tailgate Truck Bin + POS Kit + Floortalk + 400 Coupon (8 Tearpads)		
Medium Thematic Bin + Header + POS Kit + 200 Coupons (4 Tearpads)		
Medium Farmers Market Bin + Header + POS Kit + 200 Coupons (4 Tearpads)		
Pallet Farmers Market Bin + Header + POS Kit + 400 Coupons (8 Tearpads)		
POS Kit Only + Floortalk		

Xexe

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 Phone#:	Contact Email:	
Shipping Address:		

City/State/Zip:_

ASSEMBLED DIMENSIONS AND PALLET CONFIGURATIONS

TAILGATE TRUCK BIN + POS KIT + FLOORTALK + 400 COUPON (8 TEARPADS)

- Assembled Dimensions* • 43"L x 22"W x 33"H (with header)
- Pallet Configuration*
- 25 kits on 48"L x 40"W x 69.063"H
- 25 layers per pallet
- 1 kit per layer

MEDIUM THEMATIC BIN + HEADER + POS KIT + 200 COUPONS (4 TEARPADS) Assembled Dimensions*

• 25"L x 17"W x 40"H (with header)

- Pallet Configuration*
- 40 kits on 48"L x 40"W x 67.5"H
- 40 layers per pallet
- 1 kit per layer

MEDIUM FARMERS MARKET BIN + HEADER + POS KIT + 200 COUPONS (4 TEARPADS)

- Assembled Dimensions* • 25"L x 17"W x 40"H (with header)
- Pallet Configuration*
- 40 kits on 48"L x 40"W x 67.5"H
- 40 kits off 40 L × 40 W × 07
 40 layers per pallet
- 1 kit per layer

PALLET FARMERS MARKET BIN + HEADER + POS KIT + 400 COUPONS (8 TEARPADS)

- Assembled Dimensions* • 48"L x 40"W x 52"H (with header)
- Pallet Configuration*
- 15 kits on 55.125"L x 40"W x 69.69"H
- 15 kits off 55.125 L × 40 W × 09.07
 15 layers per pallet
- 1 kit per layer



Contact your Avocados From Mexico Regional Director for more information. AvocadosFromMexico.com/Shopper

Estimated Dimensions

*All partners and program elements are subject to change.