

# WE'RE BRINGING FIERCE FLAVOR TO THE FIELD

From takeoff to touchdown, Avocados From Mexico and Takis® are sending avocado fans on a premium gameday experience.



Guaki  
Burger





# FOOTBALL IS FINALLY HERE

AND AFM IS GIVING SHOPPERS A FAN EXPERIENCE LIKE NO OTHER



Football is back, expectations are sky high and Avocados From Mexico is giving away a trip that rivals the hype. Aimed at Hispanic and crossover audiences, the GAMETIME GuacSTAR program works in partnership with **Avocados From Mexico** and **Takis**®. It gives shoppers the chance to win a share of \$10,000 in football game tickets with a grand prize package complete with a private jet trip to a game of their choice, GuacSTAR accommodations and so much more.

POTENTIAL PARTNER:



## INSIGHTS & OPPORTUNITIES



Results from a Numerator study showed a **basket ring increase of more than 1.9x** when avocados and Takis® are purchased together.<sup>1</sup>



Football is the **second largest occasion** for both Non-Hispanics (49%) and Hispanics (50%) where avocados are served and prepared!<sup>2</sup>



Build your basket ring with our custom displays designed to feature both Avocados From Mexico and Takis® to encourage impulse purchases, especially during football season.

**Source:**

1. Numerator 5/11/2020 to 5/9/2021
2. AFM Consumer Shopper A&U 2021



Contact your Regional Director for details.

\*All partners and program elements are subject to change.



# GAMETIME GUACSTAR

SEPT 13 – OCT 11, 2021

Hispanic Market | In-Store Date: 09/13/2021

To secure materials, order by 7/15, or while supplies last

Potential Partner: Takis®



A program sure to bring non-stop traffic for big basket rings!

## IN-STORE ACTIVATIONS



SINGLE DISPLAY

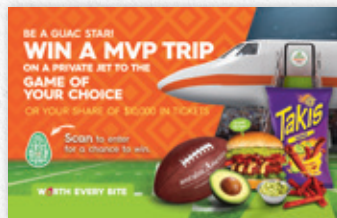
CUSTOM AFM + TAKIS® FOOTBALL SHAPED BIN WITH REMOVABLE HEADER



DOUBLE DISPLAY



28" X 12.5" CUSTOM DIE-CUT FOOTBALL SIGN



11" X 7" SIGN

## EXCITING TRAFFIC DRIVERS

### CONSUMER SAVINGS



**IRC COUPON:** Save \$1.00 when you buy two (2) Avocados From Mexico & one (1) 9.9oz bag of Takis® Rolled Tortilla Chips (any flavor)

### CONSUMER SWEEPSTAKES



**GRAND PRIZE:** Scan the QR code to enter to win a MVP trip package – private jet flight for you and your friends + tickets to a game of your choice

**SECONDARY PRIZES:** Gameday Ticket Packages



### DIGITAL ENGAGEMENT



**SCAN** the QR code on bins or visit the sweeps landing page to be entered to win + social support



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# ORDER FORM

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To secure materials, order by 7/15, or while supplies last

Potential Partner: Takis®

KIT OPTIONS	QTY	PROVIDE SPECIFIC DELIVERY INSTRUCTIONS
<b>1-PACK custom AFM + TAKIS® Football Shaped Bin with Removable Header + POS Kit (11x7 Sign + Custom die-cut Football Sign + 200 Coupon Tearpads)</b>		
<b>2-PACK custom AFM + TAKIS® Football Shaped Bin with Removable Header + POS Kit (11x7 Sign + Custom die-cut Football Sign + 200 Coupon Tearpads)</b>		

## 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 # \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

## ASSEMBLED DIMENSIONS AND PALLET CONFIGURATIONS

### CUSTOM AFM + TAKIS® FOOTBALL SHAPED BIN WITH REMOVABLE HEADER (1-PACK KIT)

#### Assembled Dimensions\*

- 36"L x 20"W x 40"H (Single Display)

#### Pallet Configuration\*

- 25 kits on 48"L x 40"W x 69.063"H
- 25 layers per pallet
- 1 kit per layer

### CUSTOM AFM + TAKIS® FOOTBALL SHAPED BIN WITH REMOVABLE HEADER (2-PACK KIT)

#### Assembled Dimensions\* (2-Pack Kit)

- 36"L x 40"W x 40"H (Single Display)

#### Pallet Configuration\* (2-Pack Kit)

- 15 kits on 48"L x 40"W x 68.75"H
- 15 layers per pallet
- 1 kit per layer



◆◆◆ ALWAYS IN SEASON ◆◆◆

Contact your Avocados From Mexico Regional Director for more information. [AvocadosFromMexico.com](http://AvocadosFromMexico.com)



Contact your Regional Director for details.

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