



# ADDVOCADOS FOR A CINCOMG

APR 11 – MAY 9, 2022

General Market

Partners: Mission® Foods and Modelo

In-Store Date: 4/11/2022

Order while supplies last



PARTNERS



## EXCITING TRAFFIC DRIVERS

### CONSUMER SAVINGS

**IRC:** Save \$1.00 when you buy one (1) package of Mission® tortillas and two (2) Avocados From Mexico.

**REBATE:** Earn \$6.00 when you purchase one (1) Modelo Especial® or Modelo Negra® 12-pack or larger, two (2) Avocados From Mexico and any two (2) Mission® Super Soft® Flour Tortillas or Brown Bag Chips.

### CONSUMER SWEEPSTAKES

**WIN** a curated recipe box including an Avocados From Mexico Molcajete, Mission® Tortilla Keeper, and Modelo. Fulfilled before Cinco de Mayo for a day of enjoyment.

### DIGITAL/SOCIAL ACTIVATION

RECIPE LANDING PAGE

SOCIAL SUPPORT



## INSIGHTS & OPPORTUNITIES



Cinco de Mayo shoppers\* basket spend is double when buying chips and avocados and 1.7x more when buying beer and avocados than when avocados are not in the basket!†



Cinco de Mayo avocado shoppers make 19.4 trips per year compared to the average avocado shoppers at 10.7 trips per year.‡



Avocados are definitely on the menu this Cinco de Mayo. Our 360° support will help you take full advantage of this increase in avocado demand.

Sources:

1. Numerator Basket Affinity 12/21/20 to 12/19/21, all sectors, all channels; \*Cinco de Mayo shoppers buying between 4/26/21 to 5/5/21
2. Shopper Profile 6/15/2020 to 6/13/2021, all channels



## IN-STORE ACTIVATIONS



11" X 7" SIGN FRONT



11" X 7" SIGN BACK



UNIQUE SIGN 25" X 25"



MULTI-SECTIONAL BIN



MEDIUM BIN "ALWAYS GOOD"



AVOCADO BIN "GOOD FATS" (1,700 UNITS AVAILABLE)

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Contact your Regional Director for details.

All program elements are subject to change.





# ORDER FORM

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KIT OPTIONS	QTY	PROVIDE SPECIFIC DELIVERY INSTRUCTIONS
Multi-Sectional Bin + Thematic Header + POS Kit + Tearpad		
Avocado Bin "Good Fats" + Thematic Header + POS Kit + Tearpad		
Medium Bin "Always Good" + Thematic Header + POS Kit + Tearpad		

## 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

### MULTI-SECTIONAL BIN + THEMATIC HEADER

#### Assembled Dimensions\*

- 51.5"L x 24.8125"W x 30"H (48" with header)

#### Pallet Configuration\*

- 18 kits on 48"L x 40"W x 68.25"H
- 18 layers per pallet
- 1 kit per layer

### AVOCADO BIN + THEMATIC HEADER

#### Assembled Dimensions\*

- 36"L x 19"W x 30"H (40.75" with header)

#### Pallet Configuration\*

- 41 kits on 55.63"L x 40.13"W x 69.06"H
- 41 layers per pallet
- 1 kit per layer

### MEDIUM BIN + THEMATIC HEADER

#### Assembled Dimensions\*

- 25"L x 17"W x 30"H (40" with header)

#### Pallet Configuration\*

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



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

\*Estimated Dimensions

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