

GUACKEEPERS *KEEP IT*

GOOD



AvocadosFromMexico.com/Shopper

This year, Avocados From Mexico and Takis® are recruiting TWO legendary players to bring shoppers the tastiest World Soccer Championship experience ever.



OCTOBER 24, 2022 – DECEMBER 18, 2022

General Market | In-Store: Anytime between 10/24 - 12/18 | Order while supplies last
All elements, creative and partnerships subject to change.

MEET OUR CELEBRITY GUACKEEPERS

We've drafted two World Soccer Championship legends who have declared themselves GUACKEEPERS—always bringing the delicious guac made with Avocados From Mexico and Takis® to the party. These two amazing players are the perfect pair for two perfect flavors!

And to further the excitement, one lucky shopper will win our ultimate GUACKEEPERS sweepstakes—a trip to see any pro soccer match in the U.S. plus spending cash!

Landon Donovan

U.S. Soccer Legend

Considered the greatest American male player in the history of the sport and former Championship MVP.

 152K followers

 1.2M followers

Rafael Márquez

Mexican Soccer Legend

Played in 5 World Soccer Championships as a player and Capitán of the Mexican National team.

 68.3K followers

 3.9M followers



KEY INSIGHTS



Almost **half of the world's population**, 3.572 billion people, watched the 2018 World Soccer Championship!



Soccer watchers who buy groceries with Avocados during OND on average spend \$89.48 compared to \$44.95 when avocados are not in the basket.²



Results from a Numerator study showed a **basket ring increase of more than 1.8x** when avocados and Takis® are purchased together.³

Sources: 1. Source: 2018 FIFA World Cup Russia Global Broadcast & Audience Summary 2. Numerator Basket Affinity, Soccer watchers during OND time frame 10/1/21 to 12/31/21 3. Numerator 5/3/2021 to 5/1/2022

Contact your Regional Director for details.

All elements, creative and partnerships subject to change.



Kit 2: WORLD SOCCER CHAMPIONSHIP SINGLE BIN
36"L x 20"W x 40"H



Kit 3: WORLD SOCCER CHAMPIONSHIP DOUBLE BIN
36"L x 40"W x 40"H



Kit 4: ALWAYS GOOD MEDIUM BIN
25"L x 17"W x 30"H



Kit 1: PALLET BIN WITH HEADER
46"L x 38"W x 30"H
(63" with header)

GUACKEEPERS *KEEP IT* GOOD

IN-STORE ACTIVATIONS



UNIQUE SIGN
36"W x 14.5"H



DISPLAY SIGN
11"W x 7"H

EXCITING TRAFFIC DRIVERS



COUPON SAVINGS

IRC: Save \$1 when you buy two (2) Avocados From Mexico and one (1) 9.9 ounce bag of Takis®, one (1) 8 ounce bag of Takis® Waves, or one (1) 8 ounce bag of Takis® Chips.

CONSUMER SWEEPSTAKES

Scan the QR code and enter for a chance to win a trip to see any pro soccer match in the U.S. + spending cash.

DIGITAL ENGAGEMENT

Sweeps landing page; social media support.



Contact your Regional Director for details.
All elements, creative and partnerships subject to change.



DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

Kit 1: Pallet bin + thematic header + 4 coupon tearpads (200 coupons) + POS kit	
Provide Specific Delivery Instructions:	
Kit 2: Custom AFM/Takis® single World Soccer Championship bin + removable header + 4 coupon tearpads (200 coupons) + POS kit	
Provide Specific Delivery Instructions:	
Kit 3: Custom AFM/Takis® double World Soccer Championship bin + removable header + 9 coupon tearpads (450 coupons) + POS kit	
Provide Specific Delivery Instructions:	
Kit 4: Always Good medium bin + thematic header + 3 coupon tearpads (150 coupons) + POS kit	
Provide Specific Delivery Instructions:	

OCT 24 – DEC 18, 2022

In-Store: Anytime between
10/24 - 12/18

Order while supplies last

ASSEMBLED DIMENSIONS & PALLET CONFIGURATIONS

CUSTOM AFM + TAKIS® DOUBLE WORLD SOCCER CHAMPIONSHIP BIN + HEADER

Assembled Dimensions*

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

CUSTOM AFM + TAKIS® SINGLE WORLD SOCCER CHAMPIONSHIP BIN + HEADER

Assembled Dimensions*

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

MEDIUM BIN + HEADER

Assembled Dimensions*

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

PALLET BIN + HEADER

Assembled Dimensions*

- 46"L x 38"W x 30"H (63" with header)

*Estimated dimensions

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: _____

Contact your Regional Director for details.

All elements, creative and partnerships subject to change.