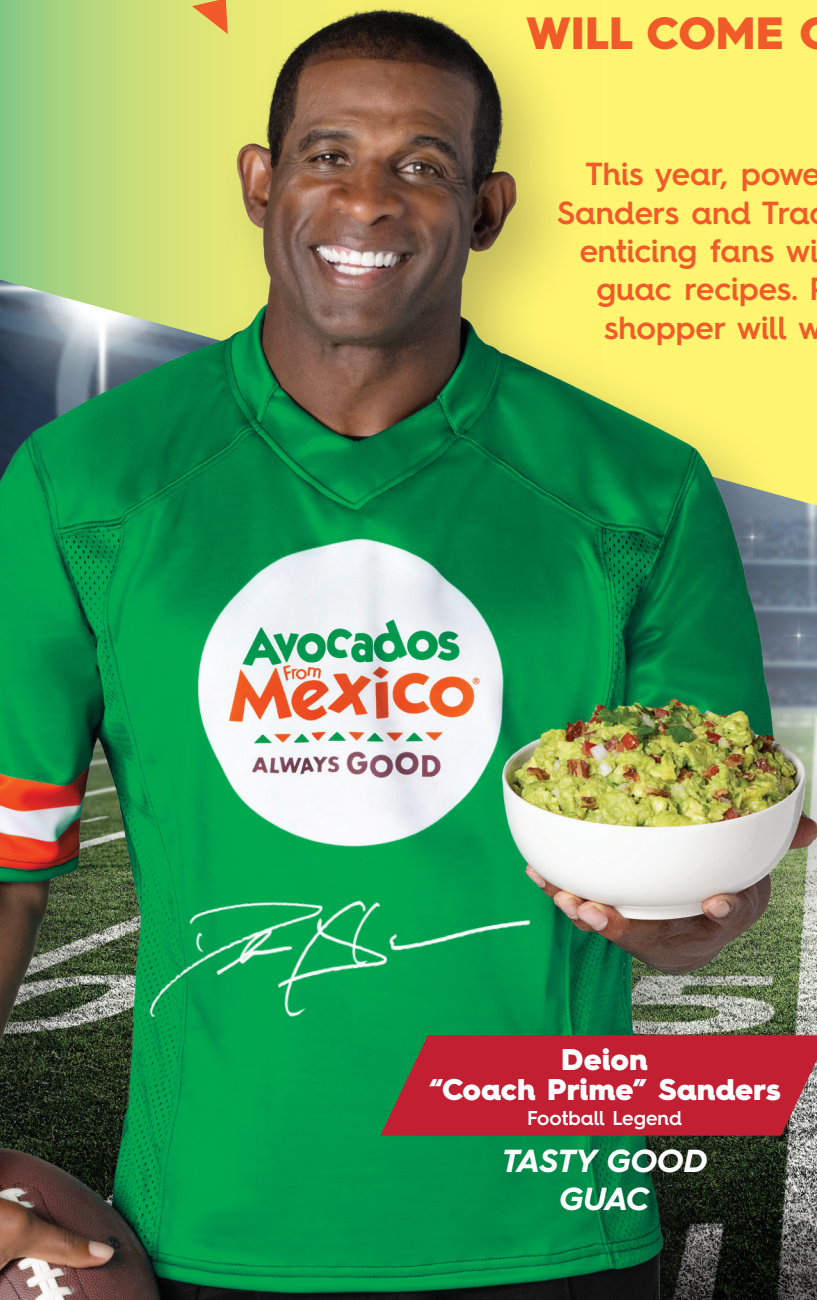


TASTY GOOD VS GOOD FAT* *DELISH*

WHICH BIG GAME GUAC
WILL COME OUT ON TOP?

This year, power couple Deion Sanders and Tracey Edmonds are enticing fans with their favorite guac recipes. Plus, one lucky shopper will win \$100,000!



Deion
"Coach Prime" Sanders
Football Legend

**TASTY GOOD
GUAC**



Tracey Edmonds
TV/Film Producer

**GOOD FAT* DELISH
GUAC**


*Recommended serving size 2 tablespoons per person.


GET READY FOR A CELEBRITY GUAC SHOWDOWN

Two celebrity competitors are about to go head-to-head in a family-friendly guac off for the Big Game – football legend Deion Sanders and TV/film producer Tracey Edmonds. To get shoppers in on the play, we're inviting them to choose the winner and enter for their chance to win \$100,000.

Deion "Coach Prime" Sanders Football Legend

Former football champion, two-time Big Game winner and current Head Coach at Jackson State University.

 2.6M followers

 1.3M followers

Tracey Edmonds TV/Film Producer

Emmy Award-winning TV/Film Producer and former co-host on Extra. She is also the founder and editor of AlrightNow.com, a health and wellness site.

 306K followers

 113.6K followers



KEY INSIGHTS



Leading up to the Big Game, shoppers **spend 2x more** on groceries when avocados are in the basket!¹



Avocado shopping football fans made **1.6x more trips a year** compared to the average avocado shopper!²



Make sure avocados are part of your store's starting line-up. When shoppers fill up on avocados, they'll be filling up on lots of other goods too.

Sources: 1. Basket Affinity Report, 1/16/22 to 2/12/22; 2. Shopper Comparison Report, 9/6/21 to 9/4/22; *NFL watchers 1/16/22 to 2/12/22

Contact your AFM Regional Director for details.

All elements, creative and partnerships subject to change.



Big Game

BRING A BIG SCORE TO YOUR STORE

JAN 10 - FEB 12, 2023

In-store date: 1/23/23

Order while supplies last.

IN-STORE ACTIVATIONS



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



BIG GAME SINGLE BIN
36"L x 20"W x 40"H



BIG GAME DOUBLE BIN
36"L x 40"W x 40"H



DEION SANDERS STANDEE



BIG GAME MULTI-SECTIONAL
36"L x 40"W x 40"H



Front



Back

DISPLAY SIGN
11"W x 7"H



UNIQUE SIGN
35"W x 36"H



MEDIUM BIN WITH HEADER
25"L x 17"W x 30"H

EXCITING TRAFFIC DRIVERS

COUPON SAVINGS (IRC)

Save \$0.75 when you buy three (3) Avocados From Mexico.



CONSUMER SWEEPSTAKES

Scan the QR code and place your vote to enter for a chance to win \$100,000.

DIGITAL ENGAGEMENT

Sweeps landing page; social media support.



Contact your AFM Regional Director for details.

All elements, creative and partnerships subject to change.



JAN 10 - FEB 12, 2023

In-store date: 1/23/23

Order while supplies last.

ASSEMBLED DIMENSIONS & PALLET CONFIGURATIONS

MUTI-SECTIONAL BIN + HEADER

Assembled Dimensions*

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

Pallet Configuration

- 18 kits on 48"L x 40"W x 69.13"H
- 18 layers per pallet
- 1 kit per layer

MEDIUM BIN + HEADER

Assembled Dimensions*

- 25"L x 17"W x 30"H (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

PALLET BIN + HEADER

Assembled Dimensions*

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

Pallet Configuration

- 15 kits on 55.13"L x 40"W x 68.75"H
- 15 layers per pallet
- 1 kit per layer

FOOTBALL BIN + HEADER (SINGLE UNIT)

Assembled Dimensions*

- 36"L x 19"W x 30"H (40.75"H 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

FOOTBALL BIN + HEADER (DOUBLE UNIT)

Assembled Dimensions*

- 36"L x 38"W x 30"H (40.75"H with header)

Pallet Configuration

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

*Estimated dimensions

Contact your AFM Regional Director for details.

All elements, creative and partnerships subject to change.

DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

Kit 1: Muti-sectional Bin + Header + POS Kit + 4 Tearpads	
Kit 2: Medium Bin + Header + POS Kit + 2 Tearpads	
Kit 3: Pallet Bin + Header + POS Kit + 4 Tearpads	
Kit 4: Football Bin + Header (Single Unit) + POS Kit + 2 Tearpads	
Kit 5: Football Bin + Header (Double Unit) + POS Kit + 4 Tearpads	
Kit 6: Deion Sanders Standee	
Provide Specific Delivery Instructions:	

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: _____

