

HOST A **BETTER BOWL** **WITH JESSE PALMER**

We're going to help shoppers get ready to host a Better Bowl for the Big Game with the Biggest Host there is – **football, food and reality TV star Jesse Palmer.**



Contact your Regional Director for details.

All elements, creative and partnerships subject to change.

MEET YOUR BIG GAME HOST

For a Better Bowl, you've gotta have Jesse Palmer.

An epic TV host, he's also a former NFL Quarterback for the New York Giants and the San Francisco 49ers.

HOSTING IS JESSE'S GAME



Jesse is a football analyst for powerhouse networks ESPN and ABC.



Jesse is the host of the wildly popular Bachelor Nation franchise, including *The Bachelor* and *The Bachelorette*.



Jesse has hosted several shows on the foodie favorite Food Network, including *Holiday Baking Championship* and *Food Truck Face Off*.



Jesse's Hosting Duties

Ever the ultimate host, during the program, Jesse will be:



SERVING UP
great gameday
guac recipes



GIVING SHOPPERS THE
CHANCE TO SPIN TO WIN
autographed items, exclusive
recipes and more



SHARING
party-hosting tips
and more



INSIGHTS *AND* OPPORTUNITY



26% of avid sports fans who look to social media for sports news say that athletes are a great way to connect with brands and sponsors.¹



For the last five years, retailers have seen an average 16% lift in EQ volume the week of the Big Game.²



Avocados increase the basket size during the Big Game by an average of \$45.²

Sources: 1. <https://influencermarketinghub.com/sports-social-media> 2. Numerator

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BETTER BOWL

BIG GAME

JAN 8 – FEB 11, 2024

Order while supplies last

In-store date: Jan. 8, 2024

Avocados
From
Mexico
ALWAYS GOOD

We're also giving shoppers a chance to **SPIN-TO-WIN** great personalized prizes from Jesse and get cash back on every avocado purchase.



BUY 4
AVOCADOS



SPIN
FOR YOUR CHANCE
TO WIN GREAT PRIZES



GET \$1
CASH BACK ON
YOUR PURCHASE



JESSE PALMER STANDEE
26.5"W x 78"H
Limited quantities available.



Front



Back

DOUBLE-SIDED BIG GAME DISPLAY SIGN
11"W x 7"H



BIG GAME THEMATIC PACKAGING
To order thematic bag graphics please contact your supplier.
Orders due 10/25/23.



BIG GAME MEDIUM BIN WITH HEADER
25"L x 17"W x 40"H



BIG GAME MULTI-SECTIONAL BIN
51.5"L x 24.8125"W x 30"H



BIG GAME UNIQUE SIGN
20"W x 21"H



BIG GAME FOOTBALL BIN
24"L x 24"W x 50"H
SOLD OUT!



BIG GAME AVO BOWL BIN WITH HEADER
42"L x 42"W x 54.5"H

360° SUPPORT *FOR* YOUR STORE

SOCIAL MEDIA

DIGITAL MEDIA

PR SUPPORT

CONSUMER PRIZES & SAVINGS

THEMATIC PACKAGING

AD CIRCULAR ASSETS

IN-STORE ACTIVATIONS

Contact your Regional Director for details.

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ORDER NOW

While supplies last

Avocados
from
Mexico
ALWAYS GOOD

ASSEMBLED DIMENSIONS & PALLET CONFIGURATIONS

BIG GAME MEDIUM BIN + HEADER

Holds 2-3 48ct. cases of avocados per bin

Assembled Dimensions*

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

Pallet Configuration

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

BIG GAME FOOTBALL BIN + HEADER

Holds 2-3 48ct. cases of avocados per bin

SOLD OUT!

Assembled Dimensions*

24"L x 24"W x 50"H (60"H with thematic header)

Pallet Configuration

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

BIG GAME AVO BOWL BIN + HEADER

Holds 7-8 48ct. cases of avocados per bin

Assembled Dimensions*

42"L x 42"W x 54.5"H (with thematic header)

Pallet Configuration

- 18 kits on 48"L x 40"W x 74"H
- 18 layers per pallet
- 1 kit per layer

BIG GAME MULTI-SECTIONAL BIN + HEADER

Holds 9 48ct. cases of avocados per bin

Assembled Dimensions*

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

Pallet Configuration

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

*Estimated dimensions

**BIG GAME
THEMATIC
PACKAGING
WITH REBATE**

To order thematic
bag graphics
please contact
your supplier by
10/25/23.



DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

Kit 1: Big Game Medium Bin + Header + POS Kit

Kit 2: Big Game Football Bin + Header + POS Kit

**SOLD
OUT!**

Kit 3: Big Game Avo Bowl Bin + Header + POS Kit

Kit 4: Big Game Multi-Sectional Bin + Header + POS Kit

Kit 5: Jesse Palmer 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: _____

Contact your Regional Director for details.

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