



THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF

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Order your film today!

Get ready for the biggest college football season ever with Avocados From Mexico®, the Official Avocado Brand of the College Football Playoff, by ordering your thematic bags today.



INTENDED USE FOR SUPPLIERS

IN-MARKET DATE: OCT 22, 2024 – JAN 6, 2025

ALWAYS A GOOD PLAY

WITH THE OFFICIAL AVOCADO BRAND
OF THE COLLEGE FOOTBALL PLAYOFF

Not only is our MVP bag program set to score big, but it's also part of a robust 360° marketing playbook—from in-store bins to digital support and everything in between!



SHOPPERS CAN SCORE SAVINGS!

With the addition of a cash back rebate offer and relevant seasonal fun our bags are set to blitz the market with winning sales. With the College Football Playoff Bag, perfect for football season, shoppers will have the chance to get cash back through Venmo or PayPal. Get ready for a huge sales opportunity and a big score at the register.

HOW IT WORKS



**BUY
THE BAG**



**SCAN
TO GET
STARTED**



**SNAP
A PICTURE OF
YOUR RECEIPT**



**GET \$1.50
CASH BACK**



We're partnering with the
College Football Playoff
for our biggest season yet!



**Avocados
From
Mexico**
ALWAYS GOOD

THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF

TO PARTICIPATE

- Submit order form and 2023 Weeks 44-52 unit movement report (4-count bags or higher) to AFM by: **8/13/24**
- AFM to place final order: **8/15/24**
- Film delivered to suppliers: **10/1/24 - 10/5/24**



**Avocados
From
Mexico**
ALWAYS GOOD



**GET \$1.50
CASH BACK
WHEN YOU BUY THIS BAG**
Scan to get the offer details

**ALWAYS A
GOOD PLAY**



ORDER YOUR FILM TODAY!

Available **ONLY** for Avocados From Mexico fruit in bags with a minimum of 4-count quantity.



54%

of food
shoppers
are hunting
for sales.



30%

of avocado shoppers
are comparing prices
before even stepping
foot in a store.



27%

of avocado
shoppers are
looking for deals
and coupons.

SOURCE: Circana Shopper Survey April 2024

FAQS

How do I participate?

Get started today! To participate, simply complete the order form and submit your unit movement report.

How will the bag distribution work?

We have you covered. Avocados From Mexico will coordinate production and distribution with the Supplier Main Contact.

How much film will I get?

Avocados From Mexico will weigh the provided unit movement sales on 4-count and higher bag SKUs for the designated weeks and allocate film on a fair share basis among all participating suppliers.

Who pays for the film and who funds the cash back offer?

Participating suppliers will fund the cost of the film and AFM will fund the cash back savings offer.



Available **ONLY** for Avocados From Mexico fruit in bags with a minimum of 4-count quantity.

All elements, creative and partnerships subject to change. Bags have a minimum print run of 160K. Film expense not covered by Avocados From Mexico.

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OCT 22, 2024 – JAN 6, 2025



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COLLEGE FOOTBALL
PLAYOFF

Partner

DON'T MISS OUT ORDER THE GOODS!

Available ONLY for Avocados From Mexico fruit in bags with a minimum of 4-count quantity.



FRONT



BACK



FRONT



BACK

SPECIFIC DELIVERY INSTRUCTIONS

SHIPPING INFORMATION

Importer: _____ Contact: _____

Contact Phone#: _____ Contact Email: _____

Requested Bag Quantity (See above on how to estimate): _____

Participating Bag SKU (Avocados From Mexico SKUs only): _____

Preferred Packaging Vendor (i.e. Giro, Sev-Rend): _____

Additional Information (include any details about shipping, etc): _____

Forward both this completed participation form and the unit movement report to
Packaging@AvocadosFromMexico.com

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