

GET READY

FOR A REALLY



GOOD YEAR 2024 2025

CHECK OUT THE YEAR-ROUND GOODNESS

Avocados
From
Mexico
ALWAYS GOOD

AvocadosFromMexico.com

COUNT ON GOOD TIMES AHEAD



- ✓ Show-stopping National Programs
- ✓ Celebrity Partnership
- ✓ Huge College Football Playoff Sweepstakes
- ✓ Shopper Value Offers
- ✓ Year-Round Merchandising Solutions
- ✓ NEW Thematic Digital Toolkits





TABLE OF CONTENTS

02 National Promotions
at a Glance

03 National Seasonal
Programs

13 NEW Digital Toolkit

15 Merchandising Solutions

23 Display Dimensions

25 Avocado University

28 Avocados From Mexico®
Regional Directors



ALWAYS GOOD ALL YEAR ROUND

Expect a full year of really good things for basket ring with Avocados From Mexico. From the Big Game to Cinco de Mayo, shoppers need that extra avo goodness for their guac, tacos, burgers and more. Since our avocados are available year-round, our programs are too, so you'll be able to take full advantage of all the prime avocado times and meet shoppers' ever-increasing demand.

It's Always a Good Time for Guac

62% of Non-Hispanics and 64% of Hispanics state that event specific promotions are a key decision factor that influence purchase.¹ With guac at the center of their events, you'll boost baskets and make every celebration good.

Big Game and College Football

Guac is Always a Good Play for the Big Game and the entire football season. It's the **#1 usage** for fresh avocados for a very delicious reason!



Cinco de Mayo

It's Always a Good Cinco when **guac is the star** of the fiesta. On tacos, burritos and more, guac is always necessary for a good celebration.



Sources 1. AFM Consumer Shopper Study 2020

THIS YEAR IS LOOKING GOOD



Oct 1 - Oct 31

SUSAN G. KOMEN®

We're always glad to support a Supergood Cause. For the 4th year in a row, we are partnering with Susan G. Komen® for Breast Cancer Awareness Month in October and increasing our donation to \$100,000.



Oct 22 - Jan 6

COLLEGE FOOTBALL PLAYOFF

As The Official Avocado Brand of the College Football Playoff, guac is officially good for game day. Along with our partners, the CFP, ESPN, and the SEC Network, we're setting you up for a big score with shoppers on a field packed with more teams, more games, and almost double the audience.



Jan 7 - Feb 9

BIG GAME

Count on good times and great guac this Big Game, as we partner with 4-time Big Game winner Rob Gronkowski. It's Always a Good Bowl with his game-winning Gronkamole and fresh Avocados From Mexico on the field.



Apr 8 - May

CINCO DE MAYO

With guac at the fiesta, it's Always a Good Cinco. We're helping shoppers set their tables for an avo-tastic celebration with great savings and more.

OCT 1 – 31, 2024

SUSAN G. KOMEN®

Order while supplies last

This October, we're putting a ribbon on it for Breast Cancer Awareness Month. As shoppers fill carts with avocados to support a Supergood Cause, **Avocados From Mexico** will donate \$100K to Susan G. Komen®. You too can contribute with this program that asks shoppers to choose good fats for a good cause.



INSIGHTS

MOST COMMON CANCER



Breast cancer is the most common cancer among women in the U.S., accounting for **32% of newly diagnosed cancers**.¹



86%

SHOPPERS CARE

86% of consumers are likely to purchase from purpose-driven companies supporting a cause.²

STAND OUT TO SHOPPERS

Shoppers will notice our eye-catching pink avocado bags and bins when you put them front and center this October.



Sources: 1. Komen.org, 2. Givz Blog on Cause Marketing Statistics



Proud Supporter Of
susan g. komen.

Partner

A SUPERGOOD CAUSE



360° SUPPORT *FOR* YOUR STORE



**SOCIAL
MEDIA**

**DIGITAL
TOOLKIT**

**NATIONAL
PR SUPPORT**

**THEMATIC
PACKAGING**

**AD CIRCULAR
ASSETS**

**CO-BRANDED
PINK DISPLAYS**



SGK MEDIUM BIN
25"L x 17"W x 30"H



SGK THEMATIC PACKAGING

To order thematic bag graphics, **please contact your supplier by 7/15/24.** Estimate quantity needs based on historical bag unit movement in October.



NEW

DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high-resolution program assets, 3 display ads and 2 social posts.

THE OFFICIAL AVOCADO BRAND *OF THE* COLLEGE FOOTBALL PLAYOFF

Guac is Always a Good Play for game day. Gear up shoppers for every play this football season with fresh Avocados From Mexico.



ALWAYS A GOOD PLAY



THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF



This year, the College Football Playoff (CFP) is upping the stakes in a big way with more teams, more games and the biggest audience to date with huge sponsors like ESPN and the SEC. With Avocados From Mexico and the CFP, you can expect big wins all season.

THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF

With the leaders in the college football arena on the field,
our audience will be bigger than ever.



ESPN College Football
Saturday 12pm Game
Halftime Sponsor



SEC Network Pre-game
Entitlement Sponsorship



The College Football
Playoff Partnership

PEOPLE ARE TALKING ABOUT THE COLLEGE FOOTBALL PLAYOFF



All Media Sponsorships are in current negotiations and subject to change.

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

OCT 22, 2024 – JAN 6, 2025

FALL FOOTBALL

Order while supplies last

Guac is the best play of every game this football season. Plus with the College Football Playoff as our partner, ESPN and the SEC network as key sponsors, the fans' demand for Avocados From Mexico will be bigger than ever.



FEED THE FANS

Shoppers are all in on college football, so guac their gameday plans and put fresh Avocados From Mexico within easy reach in your store.

\$41

AVOCADOS BOOST BASKETS

Avocados **increase the basket size** during CFP by an average of \$41.11.¹

INSIGHTS

3X TEAMS + **2X VIEWERS** + **11 GAMES**
= **BIGGEST VIEWERSHIP YET**

College Football Playoffs will have **3X the teams** this year and **120MM+ projected viewers**, almost double from last year.²



AVOCADOS ARE A BIG TEAM PLAYER

1/3 of fans say **guacamole is a favorite gameday snack** which is why during CFP, baskets over-index with tomatoes (2.8x), onions (2.1x) and tortilla chips (1.8x).³

Sources: 1. Numerator Basket Analysis Report, October 23, 2023-January 8, 2024, 2. ESPN Press Room. (January 10, 2024). ESPN Delivers Record Viewership Across College Football Playoff and New Year's Six. 3. Quantilope, College Football '23 & Numerator Basket Affinity Report, December 28-January 9, 2024



COLLEGE
FOOTBALL
PLAYOFF

Partner

ALWAYS A GOOD PLAY



360° SUPPORT *FOR* YOUR STORE



SOCIAL
MEDIA

DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS

CO-BRANDED
CFP DISPLAYS



MEDIUM BIN
Thematic Base & Header
25"L x 17"W x 40"H



MEDIUM BIN
Generic Base & Thematic Header
25"L x 17"W x 40"H



MULTI-SECTIONAL BIN
Thematic Base & Header
51.5"L x 24.8125"W x 48"H



**DOUBLE-SIDED
THEMATIC DISPLAY SIGN**
11"W x 7"H



**THEMATIC PACKAGING
WITH REBATE**
To order thematic bag
graphics please contact
your supplier.
ORDERS DUE 8/13/24



NEW

THEMATIC DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high-resolution program assets, 2 sets of 3 display ads ("learn more" and "buy now" button options) and 1-3 social posts.



**ALL SEASON LONG,
SHOPPERS CAN SCORE TOO!**

Every time shoppers buy, they'll get:

- ▶ **FREE** Avocados From Mexico
- ▶ A chance to **WIN** an all-expense-paid trip to the College Football Playoff National Championship Game
- ▶ **ENTRIES** on every purchase

For bag details, see page 14. For bin dimensions, fill capacity and pallet configurations, see page 23.

All elements, creative and partnerships subject to change.

ALWAYS A GOOD BOWL WITH ROB GRONKOWSKI

Make Gronkamole for the Big Game

We're helping shoppers "Gronk" their Big Game parties with **4x Big Game champion** and ambassador of good times, **Rob Gronkowski**.



GOOD TIMES WITH GRONK



The best Big Game parties always have Gronkamole

Get ready for the ultimate Big Game party with Rob Gronkowski. He's sharing his secret Gronkamole recipe and giving shoppers a chance to win Gronk-tastic prizes.

GRONK'S BIG GAME STATS

4X BIG GAME
CHAMPION

FREQUENT ESPN
AND FOX ANALYST,
including during the Big Game

ESPN WORLD
FAME 100 LIST
of the most famous athletes
in the world

360° SUPPORT FOR YOUR STORE



SOCIAL
MEDIA

DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS

BRANDED
BIG GAME DISPLAYS

GRONK'S BIG GAME PARTY

To kick off the best Big Game party,
we'll have all this in play for shoppers:

GRONKAMOLE

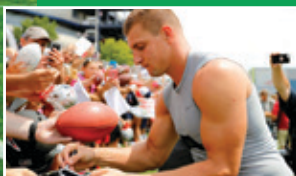
Gronk's secret
game-winning recipe

CHANCE TO WIN GRONK-TASTIC PRIZES

autographed items and more

BIG PR SPLASH

We'll get everyone in on the party
with key media placements



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

APR 8 – MAY 2025

CINCO DE MAYO

Order while supplies last

From guac to tacos, it's Always a Good Cinco with fresh Avocados From Mexico on the table. We're helping shoppers fire up their fiestas with a free fifth avocado for every four purchased. Get ready to set a place at your store's table with in-store displays and more for this avo-centric celebration.

SHOPPORTUNITY

This Cinco de Mayo shoppers can Free the Fifth and claim instant savings.

HOW IT WORKS



BUY 4
AVOCADOS



GET
THE 5TH
AVOCADO
FREE



INSIGHTS



AVOCADOS SHOPPERS
SPEND 1.9X
MORE

Leading up to Cinco de Mayo, shoppers spend **1.9x more** on groceries with avocados in the basket than without.¹

10.6
MORE TRIPS



Cinco de Mayo avocado shoppers make **10.6 more trips** per year than the average avocado buyer.²

SET THEM UP FOR A GOOD CINCO

Help shoppers set their tables for a good Cinco with fresh Avocados From Mexico and everything that goes with them—tomatoes, onions, tortilla chips and more—all within easy reach.

Sources: 1. Numerator Shopper Metrics, 04/07/24 to 05/04/24 2. Numerator Shopper Metrics, 06/19/23 to 06/16/24



ALWAYS A GOOD CINCO



360° SUPPORT *FOR* YOUR STORE



DIGITAL TOOLKIT

NATIONAL PR SUPPORT

THEMATIC PACKAGING

AD CIRCULAR ASSETS

BRANDED CINCO DISPLAYS



CINCO MOLCAJETE BIN WITH HEADER
24" x 24" x 42"H



DOUBLE-SIDED THEMATIC DISPLAY SIGN
11"W x 7"H



THEMATIC PACKAGING WITH REBATE
To order thematic bag graphics please contact your supplier.



NEW

DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high-resolution program assets, 3 display ads and 2 social posts.

NEW THEMATIC DIGITAL TOOLKITS

More good things to support basket ring

We're making it even easier to spread the good news about our seasonal programs with our new thematic digital toolkits. Use these assets in circular ads, social media, ecomm and more. We'll provide you with everything you need to boost baskets not only in-store, but now during pre-shop and post-shop too, covering **three of the most impactful timeframes**.

Available for all National Seasonal Programs throughout the year!



1

DISPLAY ADS

Two sets of the three most common display ad sizes (300x600, 250x250, and 728x90).

[LEARN MORE](#)

OR

[BUY NOW](#)

2 button options: Direct shoppers to learn more OR take them straight to purchase.



2

SOCIAL MEDIA

1-3 social posts with copy provided and ready to plug-and-play.



3

HIGH-RESOLUTION ASSETS

We'll include logos, bins, bag renders and other program artwork to support your needs. Circular ad? We got you!

Need anything else? Just reach out to your Avocados From Mexico Regional Director

SEAMLESS SHOPPING: THE POWER OF OMNICHANNEL

Increasing shopper engagement through multiple channels with consistent messaging is a powerful way to convert ads into sales and boost those baskets. According to 87% of retailers, **a marketing strategy that integrates multiple channels is essential for success.**

COUNT ON NEW BAGS O' GOODNESS EVERY SEASON

Convenience goes a long way with shoppers and we'll have fresh new bags ready to help fill those baskets all year long.

Fall Football Bags
OCT 22, 2024 – JAN 6, 2025

SHOPPERS CAN SCORE SAVINGS

with the purchase of a minimum 4 count bag, shoppers can receive \$1.50 cash back.



HOW IT WORKS



**BUY
THE BAG**



**SCAN
TO GET
STARTED**



**SNAP
A PICTURE OF
YOUR RECEIPT**



**GET \$1.50
CASH BACK**



**BAGS FOR
EVERY SEASON**

Big Game bags coming soon!

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.

EVERYTHING GOES WITH AVOCADOS

Cross-merchandising avocados is always a good idea

Display Avocados From Mexico with complementary products like tomatoes, onions, cilantro, peppers, tortillas and even tortilla chips for a one-stop-shop solution that fills baskets.

44%

of shoppers

are open to browse/
explore.¹ Not having
avocados in the store or
on display could translate
into a lost sale.





DISPLAYING AVOCADOS

WITH COMPANION ITEMS BOOSTS BASKETS!

37%

of Non-Hispanics

39%

of Hispanics

are inclined to buy more avocados when displays include complementary items like tomatoes, onions and chips.¹



A TOP PURCHASE FACTOR

66%

of Non-Hispanics

65%

of Hispanics

state the way avocados are displayed influences their purchase decisions.¹



Source 1. AFM Consumer Shopper A&U Study, 2020

DRIVE GOOD SALES YEAR-ROUND

It's always a good time for Avocados From Mexico with basket-boosting displays.

UNIQUE BINS

Eye-catching and easy to assemble, **these temporary corrugate displays** are easy to shop and promote insight-driven messages to drive volume year-round.

1

MOLCAJETE BIN

2

GENERIC MEDIUM BIN

3

GENERIC FOOTBALL MEDIUM BIN

4

AVOCADO BAG STAND WITH TOP SHELF

5

CLIP STRIP

6

AVOCADO BAG STAND

7

BAG & BULK AVOCADO FLOOR STAND

Bins assemble
in **less than
1 minute!**



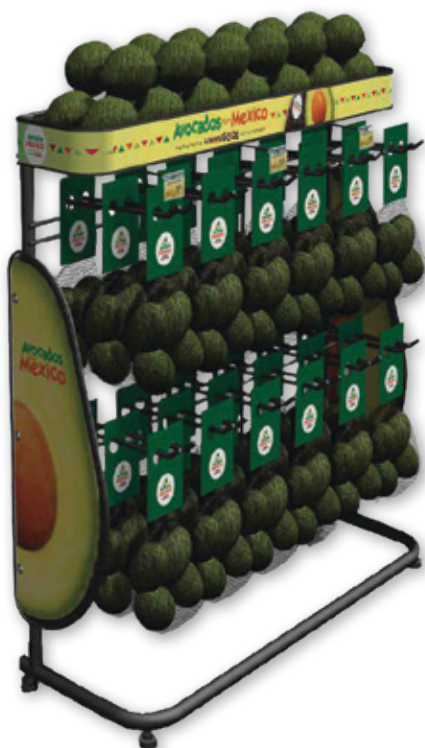


PORTABLE DISPLAYS

Offering a more flexible solution, **these portable displays are permanent**, lightweight and easy to move around, so you can make the most of prime spots in your store to boost baskets.

PORTABLE RACKS

give shoppers
both bagged and
bulk offerings.



4 AVOCADO
BAG STAND WITH
TOP SHELF



5 CLIP
STRIP



6 AVOCADO
BAG STAND



7 BAG & BULK
AVOCADO FLOOR STAND

Contact your Avocados From Mexico Regional Director for details.

*Estimated Dimensions

ORDER WHILE SUPPLIES LAST



**All items
in-stock
and ready
to ship**



1 MOLCAJETE BIN

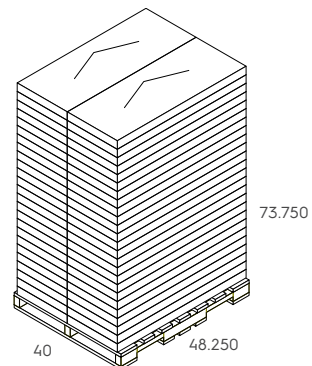
24"L x 24"W x 32"H*

Fill Capacity: 4 – 5 – 48ct. cases

50 kits per pallet

- Innovative display with an eye-catching shape
- Easy to assemble in just a few minutes
- Made from 100% recyclable corrugated material
- Excellent product visibility
- Easy to shop and restock

**PALLET
LAYOUT**



ORDER WHILE SUPPLIES LAST

All items
in-stock
and ready
to ship



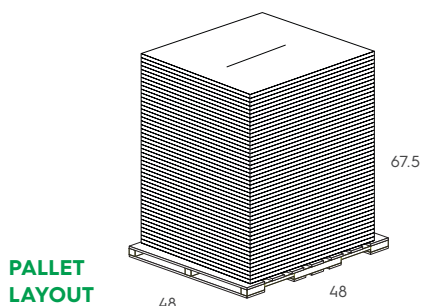
2 GENERIC CINCO MEDIUM BIN

25"L x 17"W x 30"H*

Fill Capacity: 3 – 48ct. cases

40 kits per pallet

- Help shoppers set the table for a great fiesta
- 100% recyclable
- Quick & easy set up with pop-open design – set up in 20 seconds or less
- Medium size & capacity option



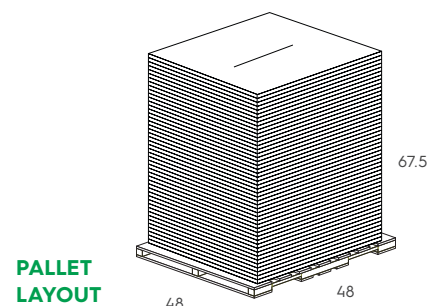
3 GENERIC FOOTBALL MEDIUM BIN

25"L x 17"W x 30"H*

Fill Capacity: 3 – 48ct. cases

40 kits per pallet

- Promotes shoppers' avocado favorites
- 100% recyclable
- Quick & easy set up with pop-open design – set up in 20 seconds or less
- Medium size & capacity option between lg & sm

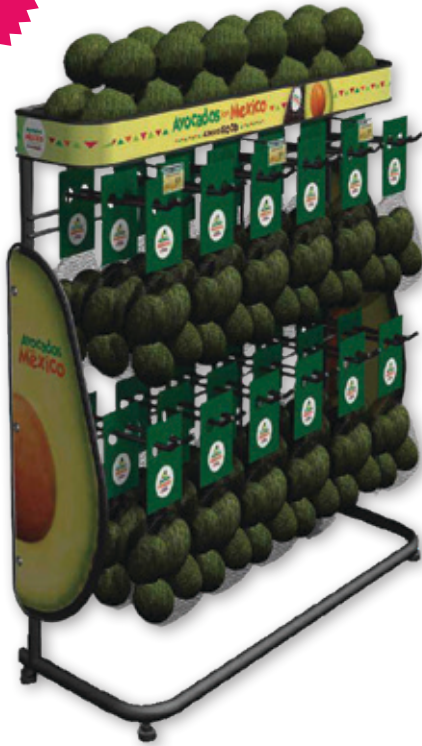


Contact your Avocados From Mexico Regional Director for details.

*Estimated Dimensions

All items
in-stock
and ready
to ship

ORDER WHILE SUPPLIES LAST



4 AVOCADO BAG STAND WITH TOP SHELF

36.9375"L x 13.375"W x 38"H*

Fill Capacity: 36 bags of avocados

- Preferably, merchandise ripe bag avocados in rack
- Graphic side panels and branded channel insert
- Durable powder coat finish
- Merchandising solution with wheels to easily move around store



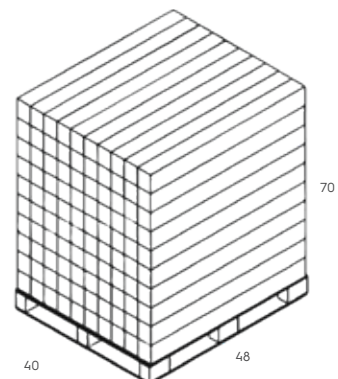
5 CLIP STRIP

4"L x 4"W x 48.3"H* (with header)

140 kits per pallet

- Easy to install single-sided header graphic
- Installs onto most wire shelf systems
- Durable powder coat finish
- Can easily be installed in prime market locations
- Lightweight and easy to carry

PALLET LAYOUT



ORDER WHILE SUPPLIES LAST

All items
in-stock
and ready
to ship

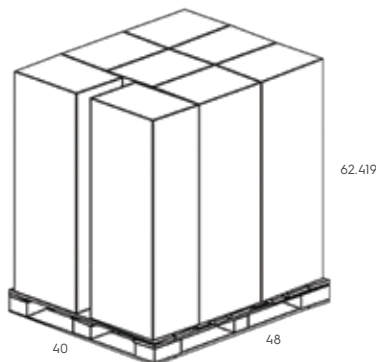


6 AVOCADO BAG STAND

16.75"L x 16.375"W x 56"H* (with header)
Fill Capacity: 18 – 8ct. bags of avocados
8 kits per pallet

- 2-sided removable header and back graphic panel to easily switch out marketing campaigns
- Efficient footprint supports placement in high-traffic areas to drive impulse sales
- Lightweight, durable and easy to move
- Durable powder coat finish

PALLET
LAYOUT

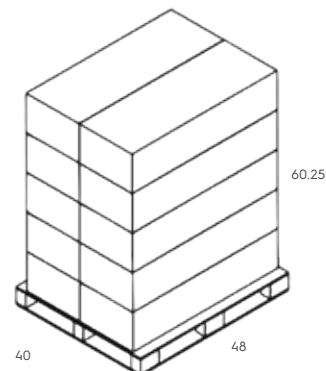


7 BAG & BULK AVOCADO FLOOR STAND

16.625"L x 25.75"W x 61.75"H* (with header)
Fill Capacity: 12 – 4ct. bags of avocados
10 kits per pallet

- 2-sided removable header
- Graphic side panels and wood bins branded with screen printing
- Efficient footprint supports placement in high-traffic areas to drive impulse sales
- Lightweight, durable and easy to move
- Durable powder coat finish

PALLET
LAYOUT



Contact your Avocados From Mexico Regional Director for details.

*Estimated Dimensions

MAKE ROOM FOR GOOD RESULTS

Our seasonal displays stop shoppers in their tracks
and get avocados into their baskets.



MEDIUM BIN + HEADER

Promotion: Big Game, Fall Football, Cinco, Susan G. Komen®

Assembled Dimensions*

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

Fill Capacity

- 3 – 48ct. cases per bin

Pallet Configuration*

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

Kit Outside Dimensions*

- 41.750"L x 37"W x 1.563"H



MULTI-SECTIONAL BIN + HEADER

Promotion: Big Game, Fall Football, Cinco

Assembled Dimensions*

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

Fill Capacity

- 9 – 48ct. cases

Pallet Configuration*

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

Kit Outside Dimensions*

- 41.75"L x 37.375"W x 4.863"H



*Bins listed here are for specs only and are only available for order through each seasonal program.

FALL FOOTBALL STORE INCENTIVE

Your chance to score rewards.

NOVEMBER INCENTIVE PROGRAM*

NOV 1 – NOV 30, 2024

Open to Produce Clerks at Participating Stores

Category Managers, keep an eye out for even greater reward opportunities headed your way soon.

INCENTIVE 1

Place your bins and submit photos to receive gameday gear like a football and folding chair



INCENTIVE 2

Submit photos of the bins you placed in-store to receive great tailgating gear like a letterman's jacket, cooler and grill



*Must meet all participation requirements to qualify.

Contact your Avocados From Mexico Regional Director to participate

PARTICIPATION REQUIREMENTS

NOV 1 – NOV 30, 2024

1. Must be a produce clerk at a participating store.
2. Order while supplies last.
3. Must submit photos to your Avocados From Mexico Regional Director with name, store and contact info.



Contact your Avocados From Mexico Regional Director for details.

ALWAYS GOOD TO KNOW

Enroll in Avo U

Turn your team into avocado experts for free and online at Avocado University. Conveniently separated into modules **as short as 2 minutes**, this free certification program can be done entirely on your schedule.



Get your free certification at: www.AvoEasy.com

BECOME AN AVOCADO EXPERT WITH FREE CERTIFICATION

Learn our top avocado tips for produce professionals

Gain valuable knowledge you can apply directly and immediately to your business, plus access to:

- ▶ Shareable Videos
- ▶ Helpful Insider Guides



SCAN ME
to get started with
Avocado University



YOU'LL LEARN ABOUT:

- 1 Blooms, Sizing, Stages of Ripeness
- 2 Avocado Journey to Market
- 3 Avocado Merchandising
- 4 Picking & Avocado Tips
- 5 Why Avocados From Mexico
- 6 Why Partner with Avocados From Mexico
- 7 100% In-Store Fresh Guac
- 8 Shopper Journey Insights

Get your free certification at: www.AvoEasy.com

ALWAYS GOOD TO KNOW

Contact your Avocados From Mexico
Regional Director for details.

All elements, creative and partnerships subject to change.

AVOCADO SHOPPERS SPEND MORE!



MILLENNIALS

Birth Years: 1982 to 1995
Current Age: 28 to 41

Millennials and Gen X represent 26.9% of avocado buying households and 63.9% of the dollars spent.¹ Avocado shoppers spend on average 1.9x more with avocados in their basket than without.²



GEN X

Birth Years: 1965 to 1981
Current Age: 42 to 58



HEALTH AND TASTE DRIVE PURCHASE

Although health and wellness is a big draw to avocado purchase, it's taste that makes them stay.³

91%

of Non-Hispanics

90%

of Hispanics

factor in HEALTH



80%

of Non-Hispanics

82%

of Hispanics

stay for TASTE



MEET THE TEAM

The Avocados From Mexico Trade Team
is Here to Help

Offer shopper programs that align
with your retail calendar

Category leaders with key insights
to maximize avocado sales

Help evaluate your individual
business goals and needs

Offer solutions for
best-in-class avocado
merchandising to offer shoppers
variety and convenience



*Your trusted team for category
insights and marketing solutions.*



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Contact your Avocados From Mexico Regional Director for details.



Avocados
From
Mexico[®]
▲▼▲▼▲▼▲▼▲▼
ALWAYS GOOD



← **Contact your
Avocados From Mexico
Regional Director today**



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