



Avocados From **Mexico**™

◆◆◆ ALWAYS IN SEASON ◆◆◆

fresh Opportunities

WORTH EVERY SEASON
2019/2020

Demand for avocados continues to surge and this year's integrated shopper marketing programs will seize the momentum with exciting opportunities at every turn. By leveraging strategic partnerships and providing meal solutions that connect with shoppers to increase basket size, Avocados From Mexico is demonstrating that delicious, healthy avocados are Always Worth It.



[AvocadosFromMexico.com/Shopper](https://www.avocadosfrommexico.com/shopper)



WORTH EVERY MOMENT

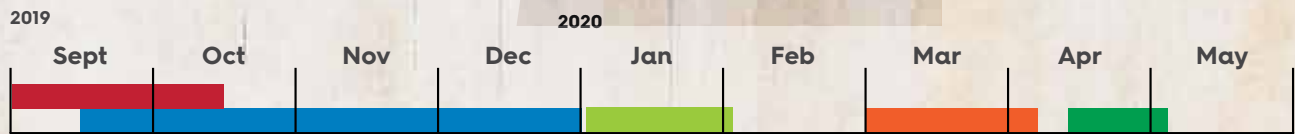
Avocados infuse meals with flavor, adding richness and vitality to shoppers' lives. This year's "Worth Every Moment" marketing platform is strategically designed to communicate this value message throughout the year letting shoppers know that for every occasion – from everyday moments to big events – Avocados From Mexico are Worth Every Moment. This year's programs continue to support our most important consumption periods while bringing new priority to Mexican handhelds and elevating education across the path to purchase.



◆◆ ALWAYS IN SEASON ◆◆



2019/2020 National Promotional Calendar



NEW
NATIONAL VOLUME
INCENTIVE PROGRAM*

Hispanic Heritage
Sept 1 - Oct 13
SOLD OUT

Tastiest Tailgate
Sept 15 - Dec 29

Guac Nation
Jan 2 - Feb 2
BIG GAME

Taco Tip Off
Mar 1 - Apr 7

Cinco Central
Apr 13 - May 5



*See page 21 for details.

All partners and program elements are subject to change.



HISPANIC HERITAGE MONTH

SOLD OUT



September 1 – October 13, 2019 | Hispanic & General Market
In-Store Date: September 15 – October 13
Partners: BUD LIGHT® Chelada and TABASCO® Sauce
Order By: July 10, 2019

This year, **Avocados From Mexico** is partnering with **TABASCO® Sauce** and **BUD LIGHT® Chelada** to bring diverse Latin American flavors to Hispanic Heritage Month like never before! Our **Flavor with Heritage** program will feature taco meal solutions to show how adding fresh avocados to your celebration is worth every delicious moment.

PROGRAM DETAILS

Merchandising

- Small bin with header, TABASCO® Sauce side shelf and BUD LIGHT® side stacker

Consumer Savings

- **BEER CODE REBATE: EARN AN \$8.00 REBATE** when you purchase one (1) BUD LIGHT® Chelada 3-pk or larger, three (3) Avocados From Mexico and one (1) bottle of TABASCO® Sauce (5 oz. or larger)*
- **BEER CODE REBATE: EARN A \$4.00 REBATE** when you purchase three (3) Avocados From Mexico and one (1) bottle of TABASCO® Sauce (5 oz. or larger)**
- **MAIL-IN REBATE: EARN A \$4.00 REBATE** when you purchase three (3) Avocados From Mexico and one (1) bottle of TABASCO® Sauce (5 oz. or larger)***

Digital/Social Media Activation



- Geo-target specific store lists
- Drive traffic to stores and push engagement during pre-shop



SMALL BIN WITH HEADER, TABASCO® SAUCE SIDE SHELF AND BUD LIGHT® SIDE STACKER

ENJOY RESPONSIBLY

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© 2019 Anheuser-Busch, Bud Light® & Clamato® Chelada Flavored Beer, St. Louis, MO

*VALID STATES: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, NE, NH, NV, NY, OH, OK, OR, SD, TN, VA, VT, WA, WI, WY

VALID STATES: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, ND, NJ, PA, RI, SC, UT, WV *VALID STATES: TX

For bin dimensions, fill capacity and pallet configurations, **see pages 17-18.**

All partners and program elements are subject to change.



FALL FOOTBALL



September 15 – December 29, 2019 | General Market
In-Store Date: October 1 – December 29
Partner: BUD LIGHT®
Order By: August 6, 2019

Get ready to score! **Avocados From Mexico** is teaming up with **BUD LIGHT®** to expand avocado usage and make this year's tailgating parties even tastier. We're turning game day fun into avo-worthy celebrations with guac and chips and your favorite burger topped with fresh Avocados From Mexico paired up with refreshing BUD LIGHT®.

PROGRAM DETAILS

Merchandising

- Small bin with header and BUD LIGHT® side stacker
- Custom die-cut display sign
- 11" x 7" display sign

Consumer Savings

- **DIGITAL COUPONS VIA COUPONS.COM**
SAVE 75¢ on three (3) Avocados From Mexico
- **BEER CODE REBATE: EARN A \$4.00 REBATE** when you purchase three (3) Avocados From Mexico**

Consumer Text-to-Win Sweepstakes

Retail Specific Programming

Digital/Social Media Activation

- Landing page for recipe ideas and promotional support

in|market

- Geo-target specific store lists
- Drive traffic to stores and push engagement during pre-shop



CUSTOM DIE-CUT DISPLAY SIGN



SMALL BIN WITH HEADER AND BUD LIGHT® SIDE STACKER

11" x 7" DISPLAY SIGN



Results from an InfoScout study showed a basket ring increase of more than 60% when avocados and BUD LIGHT® are purchased together vs. each product alone.

ENJOY RESPONSIBLY

© 2019 Anheuser-Busch, Bud Light® Beer, St. Louis, MO *VALID STATES: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, NE, NH, NV, NY, OH, OK, OR, SD, TN, VA, VT, WA, WI, WY

**VALID STATES: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, ND, NJ, PA, RI, SC, UT, WV

SOURCE: 1. We Are Alexander Agency Basket Ring Source: InfoScout 2019.

For bin dimensions, fill capacity and pallet configurations, see pages 17-18.

All partners and program elements are subject to change.



BIG GAME



GUAC NATION OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION

INSIGHTS



Consumers are buying more avocados during the Big Game season - avocado consumption during the Big Game 2019 showed an increase of 18.8%!¹



Basket size with BUD LIGHT® and avocados together is **\$110.80 (annualized)**, avocados alone is \$73.84.²



Basket size with Cholula® Hot Sauce and avocados together is **\$140.24 (annualized)**, avocados alone is \$73.88.³



Merchandising

Small bin with header and Cholula® Hot Sauce side shelf and BUD LIGHT® side stacker

Two small bins with headers and Cholula® Hot Sauce side shelf and BUD LIGHT® side stacker

Pallet bin with header

Custom die-cut display sign

11" x 7" display sign



Delivery Options

FOR MERCHANDISING

Delivery Direct to Retailer Distribution Center

Delivery and Setup via AB InBev at Store



Consumer Savings

BEER CODE REBATE

EARN A \$8.00 REBATE when you purchase one (1) BUD LIGHT® 12-pk or larger and three (3) Avocados From Mexico and one (1) bottle of Cholula® Hot Sauce (5 oz. or larger)*

BEER CODE REBATE

EARN A \$4.00 REBATE on the purchase of three (3) Avocados From Mexico and one (1) Cholula® Hot Sauce (5 oz. or larger)**

MAIL-IN REBATE

EARN A \$4.00 REBATE on the purchase of three (3) Avocados From Mexico and one (1) Cholula® Hot Sauce (5 oz. or larger)**



Consumer Text-to-Win Sweepstakes



Digital/Social Media Activation



Retail Specific Programming

ENJOY RESPONSIBLY

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SOURCES: 1. NIELSEN Trend Report. Avocado Category for weeks ending in January 26, 2019 2. Numerator Insights Basket Impact Report for data weeks 8/1/18 to 7/31/19 3. Numerator Insights Basket Impact Report for data weeks 8/1/18 to 7/31/19

For bin dimensions, fill capacity and pallet configurations, see pages 17-18.

All partners and program elements are subject to change.

January 2 – February 2, 2020 | General & Hispanic Market
In-Store Date: January 15 – February 2
Partner: BUD LIGHT® and Cholula® Hot Sauce
Order By: October 28, 2019

Host your Big Game party like a champion with crave-worthy **Avocados From Mexico**, **Cholula® Hot Sauce** and **BUD LIGHT®** for an exciting event with your family and friends. Winning recipes and party ideas will expand avocado consideration and usage, increase basket size and bring the taste of greatness to game day celebrations everywhere.



PALLET BIN WITH POLE HEADER

SMALL BIN WITH HEADER, CHOLULA® HOT SAUCE SIDE SHELF AND BUD LIGHT® SIDE STACKER



DOUBLE SMALL BIN WITH HEADER

HISPANIC MARKET PROGRAM DETAILS

(CA, AZ, TX, Chicago, NY, FL, GA, NC and Washington D.C.)

Merchandising

- Small bin with header and Cholula® side shelf and BUD LIGHT® side stacker

Consumer Savings



CUSTOM DIE-CUT DISPLAY SIGN



11" x 7" DISPLAY SIGN

ENJOY RESPONSIBLY

©2019 Cholula® Hot Sauce © 2019 Anheuser-Busch, Bud Light® Beer, St. Louis, MO **VALID STATES: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, NE, NH, NV, NY, OH, OK, OR, SD, TN, VA, VT, WA, WI, WY **VALID STATES: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, ND, NJ, PA, RI, SC, UT, WV

For bin dimensions, fill capacity and pallet configurations, **see pages 17-18.**

All partners and program elements are subject to change.



COLLEGE BASKETBALL CHAMPIONSHIPS



TACO TIP OFF OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION

INSIGHTS



88.8% of avocado households have purchased tortillas (pitas, taco shells, wraps) in the past year.¹



The average basket size is **2.6x** greater with tortillas (pitas, taco shells, wraps).²



Total basket size is **\$59.54** with avocados and **\$22.50** without avocados.²



Merchandising

- Small bin with header
- Extra-large bin with header
- Custom die-cut display sign
- 11" x 7" display sign



Consumer Savings

ON-PACK IRC

SAVE \$1.50 on two (2) Avocados From Mexico and one (1) package of Mission® Tortillas



Retail Specific Programming



Consumer Text-to-Win Sweepstakes



Digital/Social Media Activation



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SOURCES: 1. Numerator Data 52 weeks from August 13, 2018 - August 11, 2019 2. Numerator Data 52 weeks from August 13, 2018 - August 11, 2019

For bin dimensions, fill capacity and pallet configurations, see pages 17-18.

All partners and program elements are subject to change.

March 1 - April 7, 2020 | General Market
In-Store Date: March 13, 2020
Partner: Mission®
Order By: January 24, 2020

Every tip off of the College Basketball Tournament is worth the exciting flavors of fresh tacos crafted with **Avocados From Mexico** and **Mission®** tortillas. From delicious taco and guac creations to tasty tortillas, your March is sure to be filled with flavor worthy of a slam dunk.

CUSTOM DIE-CUT DISPLAY SIGN

FRONT



BACK



EXTRA-LARGE BIN WITH HEADER



SMALL BIN WITH HEADER



11" X 7" DISPLAY SIGN



FRONT



BACK



CINCO DE MAYO



CINCO CENTRAL OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION

INSIGHTS



Results from Nielsen showed consumption of avocados increased **10.2%** during the 2019 Cinco de Mayo celebration month.¹



Numerator results showed 25.5% of beer-drinking households purchased avocados during Cinco de Mayo in 2019. Total basket size with beer and avocados was **\$110.80** vs. \$73.84 with beer and no avocados.²



Numerator results showed 30.9% of Tostitos® tortilla chip households purchased avocados during Cinco de Mayo in 2019. Total basket size with Tostitos® and avocados was **\$123.47** vs. \$72.96 with Tostitos® and no avocados.³



Merchandising

Small bin with header

Joint display with header

Tostitos® Tower with avocado tray

Custom die-cut display sign

11" x 7" display sign



Retail Specific Programming



Consumer Savings

ON-PACK IRC

BEER CODE REBATE



Digital/Social Media Activation

SOURCES: 1. Nielsen 4 w/e May 18, 2019. 2. Numerator data 52 weeks from August 1, 2018 - July 31, 2019. 3. Numerator data 52 weeks from August 1, 2018 - July 31, 2019.

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All partners and program elements are subject to change.

For bin dimensions, fill capacity and pallet configurations, **see pages 17-18.**

All partners and program elements are subject to change.



April 13 - May 5, 2020 | General Market
In-Store Date: April 13 - May 5, 2020
Partner: Tostitos® and BUD LIGHT®
Order By: February 4, 2020

Avocados From Mexico, Tostitos® and BUD LIGHT® are teaming up to give you everything you need to celebrate Cinco at home in the best way possible—on your patio surrounded with friends and family. Bring together delicious recipes to create a Cinco spread full of great tastes! Make this Cinco fiesta worth every flavor.



SMALL BIN WITH HEADER



TOSTITOS® TOWER WITH AVOCADO TRAY



JOINT DISPLAY WITH TOSTITOS® SHELVES AND BUD LIGHT® SIDE STACKER

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PORTABLE DISPLAYS

Available to ship: November 1, 2019*

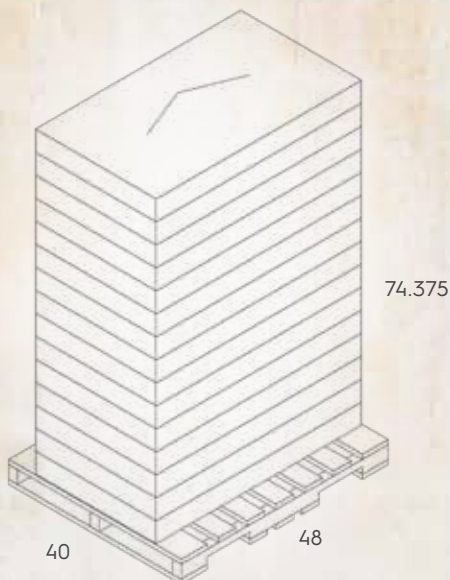
ECO-FRIENDLY DISPLAY STAND

21"w x 17.5"d x 60.5"h* (with header)

Fill Capacity: 18 – 8ct. bags of avocados

15 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Display will last up to one year based on normal in-store treatment
- Moisture-resistant laminated board, made to perform at retail
- Taller bottom shelf for complementary items: chips, taco shells or beverages
- Holds 4 - 5 – 48ct. cases of avocados
- Ships flat
- Optional plastic bag holder (packaged and shipped separately)



PALLET LAYOUT

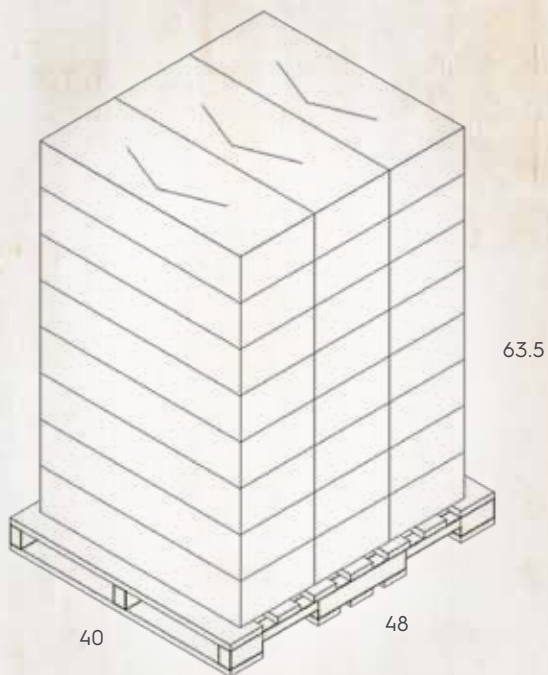
FARMERS MARKET STACKING TRAYS

17.75"w x 15.5"d x 6.13"h* (Single Tray Dimensions)

Fill Capacity: 1 – 48ct. case (per tray)

24 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Shipper includes 10-pack of stacking trays
- Easy to assemble
- Stackable trays can be configured in any needed footprint in-store
- Locking tabs ensure a tight fit and add to a stacking strength
- Excellent product visibility
- Easy to shop and restock



PALLET LAYOUT

*Estimated Dimensions
*While Supplies Last



PORTABLE DISPLAYS

Available to ship: November 1, 2019*

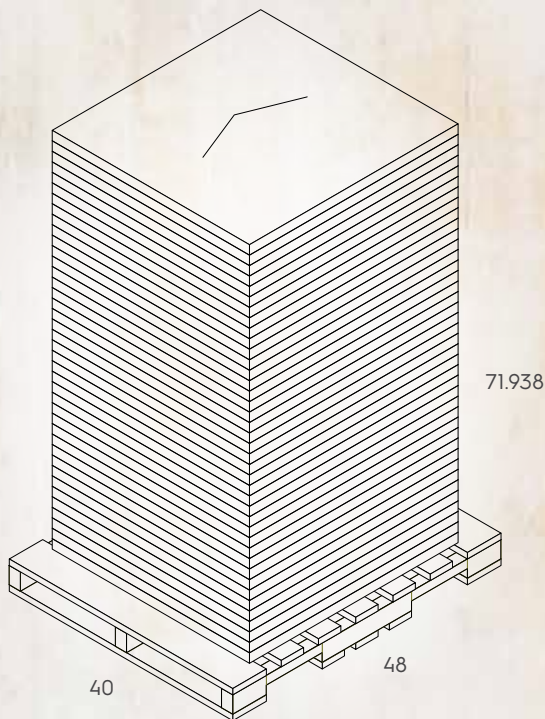
FARMERS MARKET SMALL BIN

21"w x 14"d x 30"h*

Fill Capacity: 2 – 3 – 48ct. cases

51 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Replicates Farmers Market stacking tray appearance
- Brand recognition, using same wood grain texture and color as ECO-display



PALLET LAYOUT

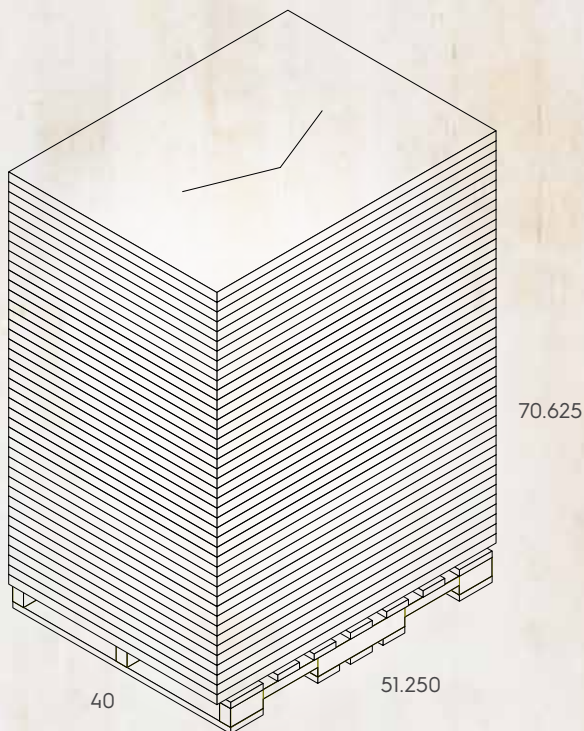
FARMERS MARKET LARGE BIN

36"w x 15"d x 30"h*

Fill Capacity: 3 – 4 – 48ct. cases

42 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Replicates Farmers Market stacking tray appearance
- Brand recognition, using same wood grain texture and color as ECO-display



PALLET LAYOUT

*Estimated Dimensions
*While Supplies Last



PORTABLE DISPLAYS

Available to ship: November 1, 2019*

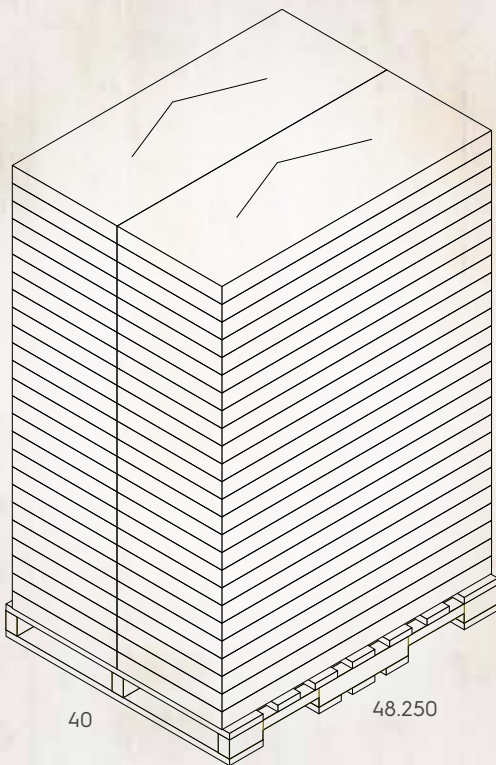
MOLCAJETE BIN

24"w x 24"d 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



73.750

40

48.250

PALLET LAYOUT

*Estimated Dimensions
*While Supplies Last

AVOCADO BAG STAND

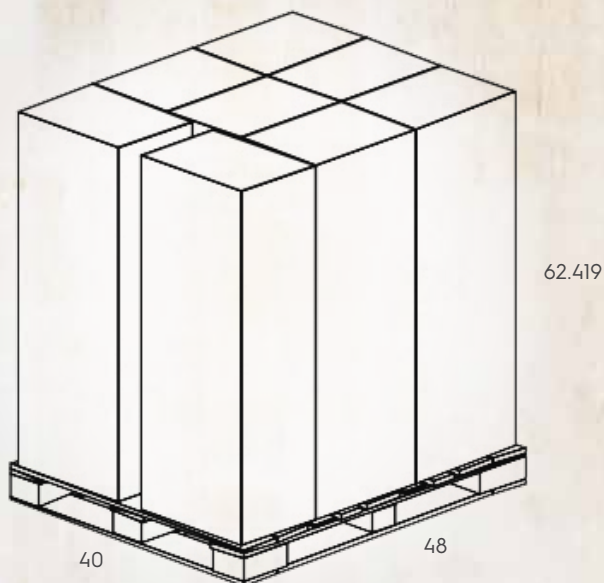
14"w x 16.5"d x 56"h* (with header)

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

Ask your Regional Director for availability!



PALLET LAYOUT





DISPLAY DIMENSIONS



SMALL BIN WITH HEADER

Promotion: **Tastiest Tailgate, Guac Nation, Taco Tip Off, Cinco Central**

Assembled Dimensions*

- 21"w x 14.125"d x 30"h
- 21"w x 14.125"d x 40"h with header

Fill Capacity

- 2 – 48ct. cases per bin

Pallet Configuration*

- 51 kits on 48"w x 40"d x 71.938"h
- 51 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 35.375"w x 36.125"d x 1.3125"h



DOUBLE SMALL BIN WITH HEADER, SIDE SHELF AND SIDE STACKER

Promotion: **Guac Nation**

Assembled Dimensions*

- 63.25"w x 15.875"d x 30"h
- 63.25"w x 15.875"d x 40"h with header

Fill Capacity

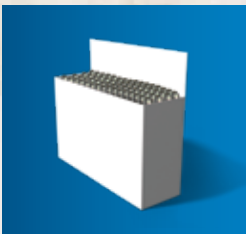
- 2 – 3 – 48ct. cases per bin

Pallet Configuration*

- 25 kits on 48"w x 40"d x 69.563"h
- 25 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 35.75"w x 46.125"d x 2.563"h



EXTRA-LARGE BIN WITH HEADER

Promotion: **Taco Tip Off**

Assembled Dimensions*

- 47.5"w x 15.0625"d x 30"h
- 47.5"w x 15.0625"d x 40"h with header

Fill Capacity

- 4 – 5 48ct. cases per bin

Pallet Configuration*

- 34 kits on 48.063"w x 39.313"d x 64.55"h
- 34 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 39.3125"w x 48.063"d x 1.75"h



SMALL BIN WITH HEADER, SIDE SHELF AND SIDE STACKER

Promotion: **Guac Nation**

Assembled Dimensions*

- 42.25"w x 15.875"d x 30"h
- 42.25"w x 15.875"d x 40"h with header

Fill Capacity

- 2 – 3 – 48ct. cases of avocados per bin
- 24 – 5oz. bottles of Cholula® Hot Sauce per shelf
- 6 – 12ct. cases of BUD LIGHT®

Pallet Configuration*

- 41 kits on 48"w x 40"d x 69"h
- 41 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 46.125"w x 35.625"d x 1.5625"h



PALLET BIN WITH POLE HEADER

Promotion: Guac Nation

Assembled Dimensions*

- 47"w x 37"d x 30"h
- 47"w x 37"d x 45"h with header

Fill Capacity

- 5 - 6 - 48ct. cases of avocados

Pallet Configuration*

- 20 kits on 48"w x 40"d x 90"h
- 20 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 37.75"w x 48"d x 4.25"h



SMALL BIN WITH HEADER AND SIDE STACKER

Promotion: Tastiest Tailgate

Assembled Dimensions*

- 31.5"w x 15.75"d x 30"h
- 31.5"w x 15.75"d x 40"h with header

Fill Capacity

- 2 - 3 - 48ct. cases of avocados per bin
- 6 - 12ct. cases of BUD LIGHT®

Pallet Configuration*

- 48 kits on 48"w x 40"d x 69.5"h
- 48 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 42.3125"w x 35.5625"d x 1.3438"h



JOINT DISPLAY WITH TOSTITOS® SHELVES AND BUD LIGHT® SIDE STACKER

Promotion: Cinco Central

Assembled Dimensions*

- 39.5"w x 16"d x 44.625"h
- with header

Fill Capacity

- 2 - 3 - 48ct. cases of avocados
- 32 - bags of Tostitos®

Pallet Configuration*

- 48 kits on 40"w x 48"d x 69"h
- 4 layers per pallet
- 12 kits per layer

Kit Outside Dimensions*

- 37"w x 16"d x 3.75"h



TOSTITOS® TOWER WITH AVOCADO TRAY

Promotion: Cinco Central

Assembled Dimensions*

- 24"w x 23.25"d x 52.5"h
- with avocado tray

Fill Capacity

- 2 - 48ct. cases of avocados
- 54 - bags of Tostitos®

Pallet Configuration*

- 33 kits on 40"w x 48"d x 79.25"h
- 3 layers per pallet
- 11 kits per layer (single stacked load)

Kit Outside Dimensions*

- 47.375"w x 24.75"d x 3.5625"h



NEW! PORTABLE EDUCATION SIGN*

INTERACTIVE SIGN ELEVATES IN-STORE EDUCATION MESSAGING



EDUCATION SIGN

BENEFITS:

- Motion-activated screen plays video with trusted avocado education tips and techniques for an interactive customer experience
- Adjustable height saves space and allows avocado bins to be placed underneath
- Enables shoppers to understand more effective and efficient avocado techniques that will increase confidence, and encourage action
- Metal racks hold up to 100 bags featuring tips for ripening and preserving avocados



SIGN FRONT VIEW



SMALL BIN WITH HEADER



SMALL BIN SIDE PANEL*

BENEFITS:

- Side panels educate shoppers how to maximize the goodness of every avocado with trusted tips and techniques
- Enables shoppers to understand more effective and efficient avocado techniques that will increase confidence, and encourage action
- The opportunity with avocado education is to improve techniques where users are most likely to feel that fruit is not being wasted, and increase awareness to build value
- Visible when the side shelf or side stacker is removed

NEW

NATIONAL VOLUME INCENTIVE PROGRAM



YOUR CHANCE TO PARTICIPATE!

EARN UP TO \$10,000

by participating in AFM's NEW National Volume Incentive Program.

PERIOD: October - December

INCENTIVE 1

Increase volume by **15%**
vs the prior year
and receive
a check for

 **\$2,000** 

INCENTIVE 2

Increase volume by **25%**
vs the prior year
and receive a check
for another

 **\$3,000** 

INCENTIVE 3

Be one of
the top three
volume growth
accounts and receive
a check for an
additional

 **\$5,000** 

Contact your Regional Director to participate

HOW TO PARTICIPATE

PERIOD: October - December

1. Choose a two week window within the designated time period provided.
2. Inform your Regional Director at least four weeks prior of your selected two week window if you intend to participate.
3. At the time of entry, provide your Regional Director with a system-generated report of your prior year volume for the same two week window selected.
4. Provide a system-generated report of your volume increase three weeks following the end of your two week window.

Spots are limited, contact your Regional Director to participate. All entrants must sign the AFM promotional agreement form before participating. Reports provided must be official, "system-generated" documentation (no emails or estimations). Winners will be awarded via check.



REGISTERED DIETITIAN PROGRAM

To encourage in-store education, Avocados From Mexico supplies retail Registered Dietitians around the country with the tools they need to educate shoppers on the benefits of avocados which contain good fats, are nutrient dense and heart healthy.



Barbara Ruhs, MS, RD, LDN
Nutrition@AvocadosFromMexico.com



90-Day Challenge Health & Wellness Kit



Dress Your Salads Health & Wellness Kit



NEW! HEALTH & WELLNESS RETAIL ACTIVATION KITS

Learn more about our new health & wellness kits for key holiday and seasonal time frames. The kits are available printed or digitally and contain everything needed to create your own in-store activation:

- Recipe Brochures
- Retail Activation Guide
- Coupon Tear Pads
- POS Signage

Check out our 2019-2020 lineup of Health & Wellness kits:

- Fall Health & Wellness Kit - Available Now!
- Dress Your Salads Health & Wellness Kit - Available October 2019
- New Year 90-Day Challenge Health & Wellness Kit - Available December 2019
- Cinco de Mayo Health & Wellness Kit - Available April 2020



Avocados ^{From} Mexico TM

◆◆◆ ALWAYS IN SEASON ◆◆◆

Please contact your Avocados From Mexico Regional Director for more information!

WEST COAST & CENTRAL

GREAT LAKES, SOUTH & NEW YORK

EAST COAST

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[AvocadosFromMexico.com/Shopper](https://www.avocadosfrommexico.com/Shopper)