

# JOIN THE AVOCADO BREAKFAST CLUB



WAKE UP TO  
*bueno!*



[Trade.AvocadosFromMexico.com](https://Trade.AvocadosFromMexico.com)



# WHY AVOCADOS FROM MEXICO AND eat brighter!™?

With school starting, it's important that kids have a nutritious breakfast in order to start their day off right. Studies show that students who eat breakfast have improved math scores, attendance, punctuality and decreased anxiety, depression and hyperactivity<sup>1</sup>. Avocados From Mexico's participation in the eat brighter!™ movement will encourage moms to give their kids a nutritious breakfast that includes avocados during the back to school time frame. Providing kids with a nutritious breakfast is as easy as 1,2,3 and A,B,C with the Avocado Breakfast Club!

<sup>1</sup>NCSL. A Guide to The School Breakfast Program. August 2012

## THE AVOCADO BREAKFAST CLUB OFFERS 360° SUPPORT TO INCREASE SALES LIFT AND INSPIRE AVOCADO CONSUMPTION:



The eat brighter! movement is a unique and powerful collaboration between Sesame Workshop and Produce Marketing Association (PMA) that encourages kids ages 2-5 to eat more fruits and veggies. The collaboration, commissioned by the Partnership for a Healthier America, works with the private sector and PHA Honorary Chair First Lady Michelle Obama to broker commitments to help end the childhood obesity epidemic.





# Avocado Breakfast Club

Program Dates: July 18, 2016 – August 30, 2016

Must order by May 31, 2016

**OBJECTIVE:** Leverage the back to school timeframe to provide busy moms easy breakfast solutions and promote the importance of a nutritious and balanced breakfast before their kids head off to school.



## ASSEMBLED SMALL BIN DIMENSIONS

21"w x 14"d x 30"h  
with header  
21"w x 14"d x 40"h

## FILL CAPACITY

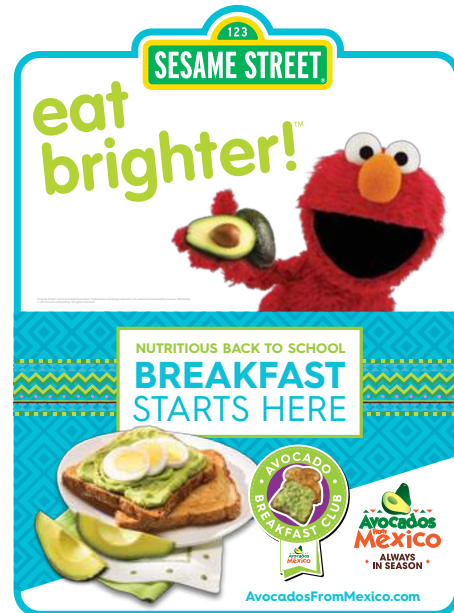
3 – 48ct. cases per bin

## PALLET CONFIGURATION

45 kits on 40"w x 48"l x 69.688"h  
32 kits on 40"w x 48"l x 51"h  
(single stacked load)

## KIT OUTSIDE DIMENSIONS

35.375"w x 37.375"d x 1.4375"h



Front



Back

## UNIQUE POS SIGN

21"w x 28.75"h

Contact your Avocados From Mexico Regional Director for more information.

[Trade.AvocadosFromMexico.com](http://Trade.AvocadosFromMexico.com)







# Create • Excite • Sell

## LOOK OF SUCCESS!

Create a fun and eye-catching display using the small bin and unique POS sign that is co-branded with eat brighter!.



◆◆◆ ALWAYS IN SEASON ◆◆◆

Contact your Avocados From Mexico Regional Director for more information.  
[Trade.AvocadosFromMexico.com](http://Trade.AvocadosFromMexico.com)

