

JOIN THE AVOCADO BREAKFAST CLUB



WAKE UP TO
bueno!



Avocados
From
Mexico
ALWAYS
IN SEASON



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 hyperactivity¹. 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!

¹NCSL. 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.



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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.



Front



Back

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

UNIQUE POS SIGN

21" w x 28.75" h

Contact your Avocados From Mexico Regional Director for more information.

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*Partner and program creative elements are subject to change



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 ◆◆

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