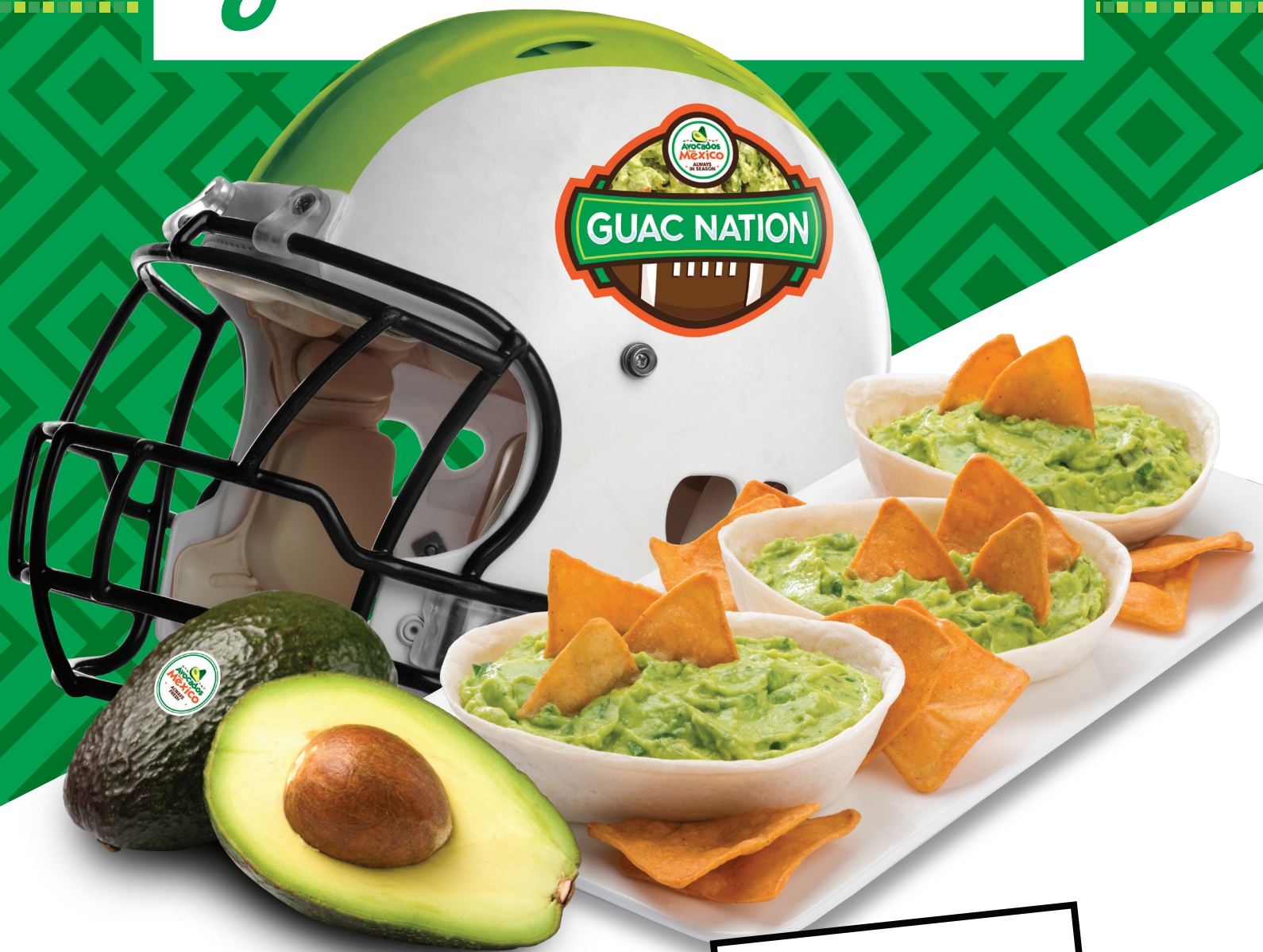


Guac Nation



GAME
Time

Trade.AvocadosFromMexico.com

WHY AVOCADOS FROM MEXICO AND OLD EL PASO™ FOR THE BIG GAME?

OBJECTIVE: Leverage exciting Big Game festivities and get-togethers to highlight delicious snacks and party foods featuring fresh Avocados From Mexico and Old El Paso™. With tasty recipes, consumers will be sure to please hungry gameday guests while driving in-store sales and category lift. Throughout the Big Game, consumers will celebrate with crowd-pleasing appetizers and dishes that are simple to prepare.

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



¹) MA Super Bowl Study 2013 ²) ABC News. Super Bowl 50: What Americans Will Be Eating and Spending

*Program creative elements are subject to change



Guac Nation

Program Dates: December 26, 2016 – February 5, 2017
Must order by November 9, 2016

Front



Back



DISPLAY SIGN
11"w x 7"h

Available with 4ft. of string
and S-hook for hanging



UNIQUE POS SIGN
32.5"w x 26.5754"h



ASSEMBLED PALLET BIN DIMENSIONS

38.5"w x 46"d x 30.5"h
with header 38.5"w x 46"d x 30"h

FILL CAPACITY

10-12 – 48ct. cases per bin

PALLET CONFIGURATION

13 kits on 40"w x 48"d x 74.375"h

13 layers per pallet

1 kit per layer (single stacked load)

KIT OUTSIDE DIMENSIONS

35.75"w x 55"d x 4.75"h



ASSEMBLED MOLCAJETE BIN DIMENSIONS

24"w x 24"d x 32"h
with header 24"w x 24"d x 50"h

FILL CAPACITY

4-5 – 48ct. cases per bin

PALLET CONFIGURATION

50 kits on 37.5"w x 48.25"d x 73.75"h

25 layers per pallet

2 kits per layer (single stacked load)

KIT OUTSIDE DIMENSIONS

35.375"w x 37.375"d x 1.4375"h



ASSEMBLED SMALL BIN DIMENSIONS

21"w x 14"d x 30.5"h
with header 21"w x 14"d x 40.5"h

FILL CAPACITY

2 – 48ct. cases per bin

PALLET CONFIGURATION

45 kits on 40"w x 48"d x 69.688"h

45 layers per pallet

1 kit per layer (single stacked load)

KIT OUTSIDE DIMENSIONS

35.375"w x 37.375"d x 1.4375"h



ASSEMBLED LARGE BIN DIMENSIONS

15"w x 36"d x 30.5"hw with header 15"w x 36"d x 40.5"h

FILL CAPACITY

3-4 – 48ct. cases per bin

PALLET CONFIGURATION

45 kits on 40"w x 48"d x 69.688"h

45 layers per pallet

1 kit per layer (single stacked load)

KIT OUTSIDE DIMENSIONS

38"w x 51.75"d x 1.4375"h

Contact your Avocados From Mexico Regional Director for more information.

Trade.AvocadosFromMexico.com

*Program creative elements are subject to change



Create • Excite • Sell

LOOK OF SUCCESS!

Create a gameday ready display using the Guac Nation bins and POS signage.



Avocados From **Mexico**

◆◆◆ ALWAYS IN SEASON ◆◆◆

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