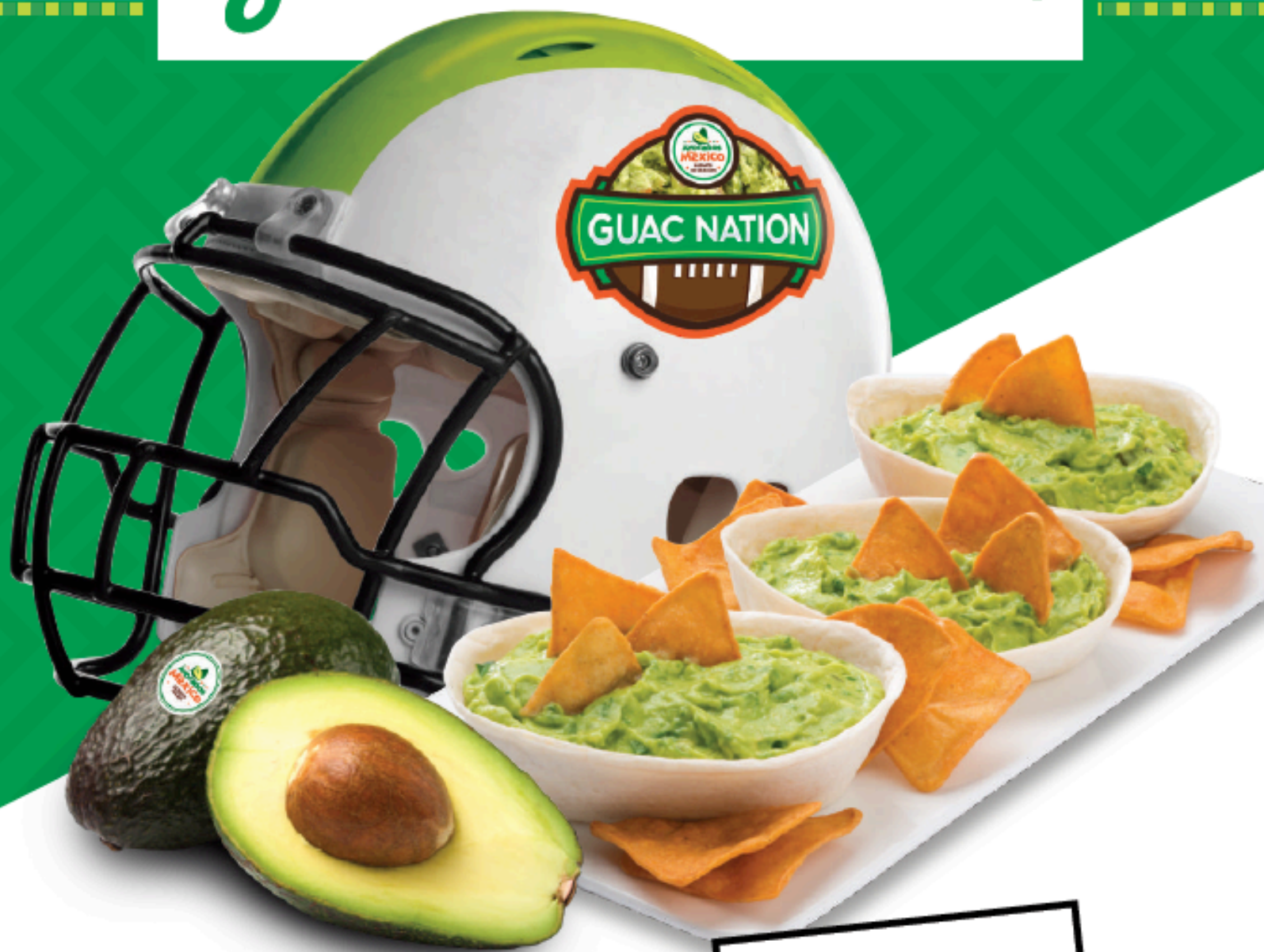


Guac Nation



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 2015 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" h 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)

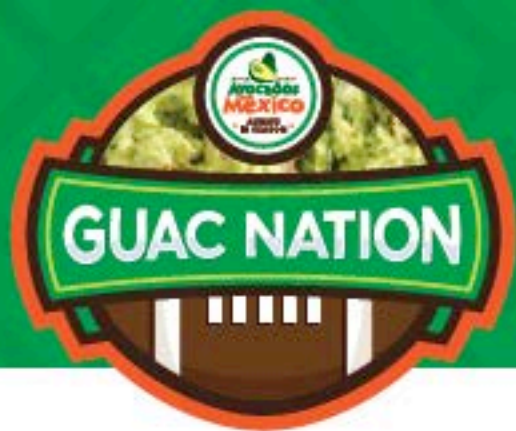
KIT OUTSIDE DIMENSIONS

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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