

# FOR THE Love of Guac



Queso Fresco Guacamole

Pomegranate Guacamole

Lump Crab Guacamole



CELEBRATE  
guac



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**National  
BOGO!**

# WHY SEPTEMBER?

September will capitalize on the growing excitement with the start of fall, football and getting back into the routine to encourage consumers to celebrate the meaningful moments when sharing the love of guac. For the Love of Guac will highlight key celebrations in September: National Guacamole Day, Labor Day, the Emmy Awards, Hispanic Heritage Month and the start of fall football.

**FOR THE LOVE OF GUAC OFFERS 360° SUPPORT TO INCREASE  
SALES LIFT AND INSPIRE AVOCADO CONSUMPTION:**



\*Program creative elements are subject to change





# For the Love of Guac

Program Dates: September 1, 2016 – September 30, 2016  
Must order by July 8, 2016

## OBJECTIVE:

Leverage the growing excitement of fall celebrations to encourage consumers to celebrate the meaningful moments when sharing the love of guac.



Guac  
center pallet bin  
with pole header

## ASSEMBLED GUAC CENTER PALLET BIN DIMENSIONS

38.5"w x 46"d x 30"h

with header

38.5"w x 46"d x 50"h

## FILL CAPACITY

10-12 – 48ct. cases per bin

## PALLET CONFIGURATIONS

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

13 layers per pallet

1 kit per layer

(single stacked pallet)

## KIT OUTSIDE DIMENSIONS

35.75"w x 55"d x 4.75"h



Molcajete bin  
with pole header

## ASSEMBLED MOLCAJETE BIN DIMENSIONS

24"w x 24"d x 32"h

with header

24"w x 24"d x 50"h

## POLE HEADER DIMENSIONS

10"w x 18"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

18.75"w x 48.25"d x 2.75"h

## DISPLAY SIGN

11"w x 7"h



Front



Back



Front



Back

## UNIQUE POS SIGN

21"w x 28.75"h

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

Contact your Avocados From Mexico  
Regional Director for more information.

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# Create • Excite • Sell

## LOOK OF SUCCESS!

Create a fun and eye-catching display using the molcajete bin and guac center pallet bin. Don't forget the POS signs too!



◆◆ ALWAYS IN SEASON ◆◆

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