

# MAKING HOLIDAYS *fresh & festive*



**EAT**  
*Joyfully*



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

# WHY AVOCADOS FROM MEXICO DURING THE HOLIDAYS?

This holiday season, Avocados From Mexico takes festive appetizers to a deliciously new level with easy, crowd-pleasing recipes that are perfect for any celebration. Flavor-packed and incredibly versatile, Avocados From Mexico add a tasty twist to holiday bites, prompting core shoppers to incorporate avocados into their holiday appetizer menu.

## SEASONS EATINGS OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION:



\*Program creative elements are subject to change



# Season's Eatings

Program Dates: November 14, 2016 – December 23, 2016  
 Must order by October 3, 2016

## OBJECTIVE:

Leverage the holiday season to demonstrate that appetizers made with Avocados From Mexico provide fresh and festive recipe options that are sure to please guests at any holiday celebration, while driving in-store sales and category lift. Avocados From Mexico will promote consumption and avocado awareness throughout the holidays by providing consumers with tasty appetizer recipes that are visually appealing, simple to prepare and easy to serve.



## 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

## UNIQUE POS SIGN

26.5"w x 35.23"h

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



## DISPLAY SIGN

11"w x 7"h



Front



Back

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

\*Program creative elements are subject to change



# Create • Excite • Sell

## LOOK OF SUCCESS!

Create a fun and eye-catching display using the Season's Eatings bins and POS signage.



◆◆ ALWAYS IN SEASON ◆◆

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