

JOIN THE **TASTIEST TAILGATE**



Rockin' Guac



I'M YOUR
TAILGATING
MVP!



Trade.AvocadosFromMexico.com



WHY AVOCADOS FROM MEXICO AND RO*TEL®?

A partnership with Ro*Tel® will highlight the Rockin' Guac recipe as the go-to guacamole recipe to bring to any tailgate party. Rockin' Guac is an ideal guacamole for consumers looking for a quick, easy and delicious recipe to serve up to the hungriest crowd. Made with fresh Avocados From Mexico and the one-two kick of Ro*Tel's diced tomatoes and spicy green chilies, Rockin' Guac makes a great-tasting, zesty dip in a dash that's perfect for the Tastiest Tailgate!

TASTIEST TAILGATE OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION:

Merchandising

Large and small
co-branded bins
Custom die-cut
display sign
11x7 display sign

Consumer Savings

Offer: Buy (3)
Avocados From Mexico
and receive (1) can of
Ro*Tel® FREE
In-store IRC
Digital coupon -
Coupons.com

Experiential Event

Tailgate Tour

Digital/ Social Media

Online video series
Paid social posts
Landing page for
recipe ideas and
promotional support

Consumer Sweepstakes

Retail Specific Programming

In-Store Radio



Tastiest Tailgate

Program Dates: October 1, 2016 – October 31, 2016
Must order by August 16, 2016

OBJECTIVE:

During this tailgating season, Avocados From Mexico and Ro*Tel® will reinforce the speed scratch method of Rockin' Guac and why it makes the perfect addition to any tailgate party.



Large and small bin
with header available

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 51.75"d x 69.688"h
45 layers per pallet
1 kit per layer
(single stacked pallet)

KIT OUTSIDE DIMENSIONS

38"w x 51.75"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

**PALLET BIN
REPLACEMENT HEADER**
19.875"w x 11.875"h

**MOLCAJETE BIN
REPLACEMENT HEADER**
18"w x 10.0625"h



UNIQUE POS SIGN
23.25"w x 26.75"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





Create • Excite • Sell

LOOK OF SUCCESS!

Create a fun and eye-catching display using the Tastiest Tailgate bins and POS signage. Swap the pole headers on the For the Love of Guac bins to easily incorporate your existing displays.



Avocados From **Mexico**

◆◆ ALWAYS IN SEASON ◆◆

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