



IT'S ALWAYS GOOD *IN THE* GUAC ZONE

with Football Legend
Drew Brees

Get in the game this
season with our \$100,000
Smart Home Makeover





WE'RE KICKING OFF BIG PLANS FOR THE BIG GAME

JAN 4 – FEB 13 2022

In-Store Date: 1/17/22

Order while supplies last

This year will be our biggest and boldest Big Game promotion ever featuring former New Orleans star quarterback and football legend Drew Brees and a \$100,000 Smart Home Makeover sweepstakes.



INSIGHTS & OPPORTUNITIES



The Big Game is the #1 occasion where avocados and guacamole are served and prepared!¹



Basket rings are 2x higher 10 days before the Big Game: \$80.18 with avocados vs \$36.41 without.²



The key is setting up 10 days before the event to make sure you capture all the Big Game sales. 74% of shoppers would buy more avocados if they saw more displays.³

Sources:

1. AFM Consumer Shopper A&U Study 2020
2. Numerator Basket Affinity 1/29/2021 to 2/7/2021, all sectors, all channels
3. AFM Shopper Mindset Study 2016

THE POWER OF CELEBRITY IN YOUR STORE

Football legend Drew Brees is teaming up with Avocados From Mexico to catch extra eyes and bring big excitement into your store. Plus, he'll be engaging his social followers to visit the Guac Zone to enter the sweepstakes.

DREW BREES

- ▶ Former New Orleans Quarterback
- ▶ Super Bowl Champion
- ▶ Super Bowl MVP
- ▶ Current NBC Analyst

1.8MM 3.1MM



Contact your Regional Director for details.

*All program elements are subject to change.



BIG GAME

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Score with basket-boosting avocados.



EXCITING TRAFFIC DRIVERS

CONSUMER SAVINGS

COUPONS:

Save \$0.75 when you buy three (3) Avocados From Mexico.



CONSUMER SWEEPSTAKES

Avocados From Mexico is teaming up with Drew Brees to transform shoppers' homes into the Ultimate Guac Zone with a \$100K Big Game Smart Home Makeover sweepstakes that is sure to bring home shopper interest and deliver big baskets.

DIGITAL ENGAGEMENT

The program will be supported by a House of Goodness digital experience for consumers to get in the Guac Zone, score new recipes and get a digital selfie with Drew Brees!



IN-STORE ACTIVATIONS



DREW STANDEE



FOOTBALL DISPLAY
Single Unit



FOOTBALL DISPLAY
Double Unit



PALLET BIN + HEADER



GUAC ZONE BINS WITH WRAP + HEADER



Front



Back

11" X 7" SIGN



Front



Back

DIE-CUT SIGN

Contact your Regional Director for details.

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ORDER FORM

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KIT OPTIONS	QTY	PROVIDE SPECIFIC DELIVERY INSTRUCTIONS
Football Display (Single) + POS Kit + Floortalk + 200 Coupon (4 Tearpads)		
Football Display (Double) + Header + POS Kit + 400 Coupons (8 Tearpads)		
Guac Zone Bins with Wrap + Header + POS Kit + Drew Brees Standee + 400 Coupons (8 Tearpads)		
Pallet Bin + Header + POS Kit + 400 Coupons (8 Tearpads)		
POS Kit Only		

RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations. Please allow 1 week for delivery of POS items.

Retailer: _____ Contact: _____

Contact Phone#: _____ Contact Email: _____

Shipping Address: _____

City/State/Zip: _____

ASSEMBLED DIMENSIONS AND PALLET CONFIGURATIONS

FOOTBALL DISPLAY (SINGLE) + POS KIT + FLOORTALK + 200 COUPON (4 TEARPADS)

Assembled Dimensions*

- 36"L x 19"W x 30"H (40.75" with header)

Pallet Configuration*

- 41 kits on 55.63"L x 40.13"W x 69.06"H
- 41 layers per pallet
- 1 kit per layer

FOOTBALL DISPLAY (DOUBLE) + POS KIT + FLOORTALK + 400 COUPON (8 TEARPADS)

Assembled Dimensions*

- 36"L x 38"W x 30"H (40.75" with header)

Pallet Configuration*

- 25 kits on 55.63"L x 40.13"W x 69.06"H
- 25 layers per pallet
- 1 kit per layer

GUAC ZONE BINS WITH WRAP + HEADER + POS KIT + DREW BRES STANDEE + 400 COUPONS (8 TEARPADS)

Assembled Dimensions*

- 51.5"L x 24.8125"W x 30"H (48" with header)

Pallet Configuration*

- 18 kits on 48"L x 40"W x 69.13"H
- 18 layers per pallet
- 1 kit per layer

PALLET BIN + HEADER + POS KIT + 400 COUPONS (8 TEARPADS)

Assembled Dimensions*

- 46"L x 38"W x 30"H (63" with header)

Pallet Configuration*

- 15 kits on 55.13"L x 40"W x 68.75"H
- 15 layers per pallet
- 1 kit per layer



Contact your Avocados From Mexico Regional Director for more information – AvocadosFromMexico.com/Shopper

Estimated Dimensions

*All program elements are subject to change.