

FALL FOOTBALL

September 15 – December 29, 2019 | General Market
 In-Store Date: October 1 – December 29
 Targeted Partner: BUD LIGHT®
 Order By: August 6, 2019



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



Merchandising

- Small bin with header and BUD LIGHT® side stacker
- Custom die-cut display sign
- 11" x 7" display sign

DELIVERY OPTIONS

1. Delivery Direct to Retailer Distribution Center
2. Delivery and Setup via AB InBev at Store



Digital/Social Media Activation

- Paid social posts
- Landing page for recipe ideas
- in|market**
- Geo-target specific store lists
- Drive traffic to stores and push engagement during pre-shop

SAVE TIME!

Let AB InBev merchandise your bins.
 Order By: July 31, 2019

SMALL BIN WITH HEADER AND BUD LIGHT® SIDE STACKER



TEXT
-to-
WIN

Sweepstakes

TASTIEST
TAILGATE



Retail Specific
Programming



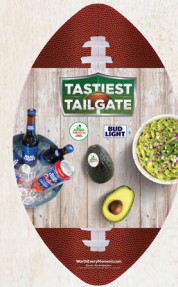
Consumer Savings

DIGITAL COUPON VIA COUPON.COM: SAVE 75¢ on three (3) Avocados From Mexico

BEER CODE REBATE: EARN A \$6.00 REBATE on the purchase of one (1) BUD LIGHT® 8-pk or larger and three (3) Avocados From Mexico. Also valid on two (2) BUD LIGHT® Chelada 3-pks or one (1) BUD LIGHT® Chelada 12-pk and three (3) Avocados From Mexico

MAIL-IN REBATE: EARN A \$4.00 REBATE when you purchase three (3) Avocados From Mexico**

MAIL-IN REBATE: EARN A \$4.00 REBATE when you purchase three (3) Avocados From Mexico***



CUSTOM DIE-CUT
DISPLAY SIGN

ASSEMBLED DIMENSIONS

31.5" w x 15.75" d x 30" h
 31.5" w x 15.75" d x 40" h with header



11" x 7" DISPLAY SIGN

Insights

Results from an InfoScout study showed a basket ring increase of more than 60% when avocados and BUD LIGHT® are purchased together vs. each product alone¹.

ENJOY RESPONSIBLY

© 2019 Anheuser-Busch, Bud Light® & Clamato® Chelada Flavored Beer, St. Louis, MO *VALID STATES: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, NE, NH, NV, NY, OH, OK, OR, SD, TN, VA, VT, WA, WI, WY **VALID STATES: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, ND, NJ, PA, RI, SC, UT, WV ***VALID STATES: TX

SOURCES: 1. We Are Alexander Agency Basket Ring Source: InfoScout 2019.

¹Contact your Regional Director for details.
 All partners and program elements are subject to change.



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KIT OPTIONS	QTY	MERCHANDISING/ DISTRIBUTION	SPECIAL INSTRUCTIONS
Small Bin + BUD LIGHT® Side Stacker + Header + POS		<input type="checkbox"/> Direct to Retailer Distribution Center <input type="checkbox"/> Through AB InBev at store	



PALLET CONFIGURATIONS

- Small bin with header and BUD LIGHT® side stacker
- 48"w x 40"d x 69.5"h
 - 48 kits per pallet



Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Trade



◆◆◆ ALWAYS IN SEASON ◆◆◆

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