

HISPANIC HERITAGE MONTH

September 1 – October 13, 2019 | Hispanic & General Market
 In-Store Date: September 15 – October 13
 Targeted Partners: BUD LIGHT® Chelada and TABASCO® Sauce
 Order By: July 10, 2019



HISPANIC HERITAGE MONTH OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION



Merchandising

Small bin with header, TABASCO® Sauce side shelf and BUD LIGHT® side stacker

DELIVERY OPTIONS

1. Delivery Direct to Retailer
2. Delivery and Setup via AB InBev
3. Delivery and Setup via AFM Merchandising Team



Digital/Social Media Activation

Paid social posts

Landing page for recipe ideas

SMALL BIN WITH HEADER, TABASCO® SAUCE SIDE SHELF AND BUD LIGHT® SIDE STACKER

SAVE TIME!

Let AB InBev merchandise your bins.¹
 Order By: July 10, 2019



TEXT-to-WIN


Sweepstakes

Shoppers TEXT-to-WIN a copy of Pati Jinich's autographed cookbook




Geo-target specific store lists

Drive traffic to stores and push engagement during pre-shop

Consumer Savings

BEER CODE REBATE: EARN AN \$8.00 REBATE when you purchase one (1) BUD LIGHT® Chelada 3-pk or larger, three (3) Avocados From Mexico and one (1) bottle of TABASCO® Sauce (5 oz. or larger)*

MAIL-IN REBATE: EARN A \$4.00 REBATE when you purchase three (3) Avocados From Mexico and one (1) bottle of TABASCO® Sauce (5 oz. or larger)**

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Insights

- Results from an AFM funded study showed that demand for Mexican food increases during Hispanic Heritage Month¹ and complementary partners can boost avocado share of Mexican handhelds² by highlighting taste and family fun³.
- 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 alone⁴.

ASSEMBLED DIMENSIONS
 40.25" w x 15.75" d x 30" h
 40.25" w x 15.75" d x 40" h with header

SOURCES:
 1. 2018 Cambridge Study, Long Term Strategy, Page 6. 2. 2018 Cambridge Study, Mexican Handheld Summary, Page 6. 3. 2018 Cambridge Study, Mexican Handheld Summary, Page 5. 4. We Are Alexander Agency Basket Ring Source: InfoScout 2019.

ENJOY RESPONSIBLY
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 © 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

*Contact 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 + TABASCO® Side Shelf & BUD LIGHT® Side Stacker + Header		<input type="checkbox"/> Direct to Retail <input type="checkbox"/> Through AB InBev <input type="checkbox"/> Through AFM Merchandising Team	



PALLET CONFIGURATIONS

Small bin with header, TABASCO® Sauce side shelf and BUD LIGHT® side stacker

- 48" w x 40" d x 69" h
- 41 kits per pallet



Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Trade



◆◆◆ ALWAYS IN SEASON ◆◆◆

ENJOY RESPONSIBLY

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