



Avocados From **Mexico**™

◆◆◆ ALWAYS IN SEASON ◆◆◆

WORTHY

YEAR-ROUND
OPPORTUNITIES

2019/2020

Demand for avocados continues to surge and this year's integrated shopper marketing programs will seize the momentum with exciting opportunities at every turn. By leveraging strategic partnerships and providing meal solutions that connect with shoppers to increase basket size, Avocados From Mexico is demonstrating that delicious, healthy avocados are Always Worth It.



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



WORTH EVERY MOMENT

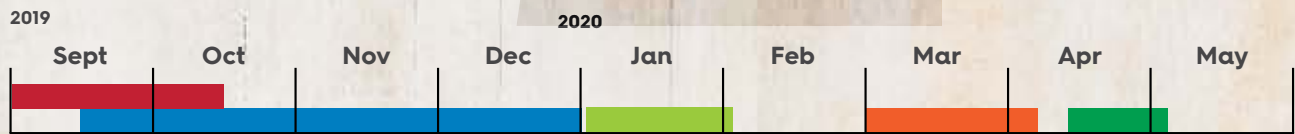
Avocados infuse meals with flavor, adding richness and vitality to shoppers' lives. This year's "Worth Every Moment" marketing platform is strategically designed to communicate this value message throughout the year letting shoppers know that for every occasion – from everyday moments to big events – Avocados From Mexico are Worth Every Moment. This year's program continues to support our most important consumption periods while bringing new priority to Mexican handhelds and elevating education across the path to purchase.

Avocados From **Mexico**™

◆◆ ALWAYS IN SEASON ◆◆



2019/2020 National Promotional Calendar



NEW
NATIONAL VOLUME
INCENTIVE PROGRAM*

Hispanic Heritage
Sept 1 - Oct 13

Tastiest Tailgate
Sept 15 - Dec 29

Guac Nation
Jan 2 - Feb 2
BIG GAME

Taco Tip Off
Mar 1 - Apr 7

Cinco Central
Apr 13 - May 5



*See page 16 for details.

All partners and program elements are subject to change.



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

This year, **Avocados From Mexico** is partnering with **TABASCO® Sauce** and **BUD LIGHT® Chelada** to bring diverse Latin American flavors to Hispanic Heritage Month like never before! Our **Flavor with Heritage** program will feature taco meal solutions to show how adding fresh avocados to your celebration is worth every delicious moment.

PROGRAM DETAILS

Merchandising

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

Delivery Options

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

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)**
- **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)***

Consumer Text-to-Win Sweepstakes

Digital/Social Media Activation



- 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 10, 2019



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

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

For bin dimensions, fill capacity and pallet configurations, see page 13-14.

†Contact your Regional Director for details.

All partners and program elements are subject to change.



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

Get ready to score! **Avocados From Mexico** is teaming up with **BUD LIGHT®** to expand avocado usage and make this year's tailgating parties even tastier. We're turning game day fun into avo-worthy celebrations with guac and chips and your favorite burger topped with fresh Avocados From Mexico paired up with refreshing BUD LIGHT®.

PROGRAM DETAILS

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

Consumer Savings

- **DIGITAL COUPONS VIA COUPONS.COM SAVE 75¢** on three (3) Avocados From Mexico
- **BEER CODE REBATE: EARN A \$6.00 REBATE** when you purchase 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***

Consumer Text-to-Win Sweepstakes

Retail Specific Programming

Digital/Social Media Activation

- Paid social posts
- Landing page for recipe ideas and promotional support

in|market

- Geo-target specific store lists
- Drive traffic to stores and push engagement during pre-shop

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 alone!

SAVE TIME!

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



CUSTOM DIE-CUT DISPLAY SIGN



11" x 7" DISPLAY SIGN

SMALL BIN WITH HEADER AND BUD LIGHT® SIDE STACKER

ENJOY RESPONSIBLY

© 2019 Anheuser-Busch, Bud Light® 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. Basket Ring Source: InfoScout.

For bin dimensions, fill capacity and pallet configurations, see page 13-14.

†Contact your Regional Director for details.

All partners and program elements are subject to change.



BIG GAME



January 2 – February 2, 2020 | General & Hispanic Market
In-Store Date: January 10 – February 2
Targeted Partner: BUD LIGHT®
Order By: October 28, 2019

TABASCO® Sauce and **BUD LIGHT®** are joining **Avocados From Mexico's** Guac Nation program to elevate your Big Game party spread. Winning guac recipes and party ideas will expand avocado consideration and usage, increase basket size and bring crave-worthy greatness to game day celebrations everywhere!

PROGRAM DETAILS

Merchandising

- Small bin with header, TABASCO® Sauce side shelf 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

Consumer Savings

- **BEER CODE REBATE: EARN AN \$8.00 REBATE** when you purchase one (1) BUD LIGHT® 12-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)**
- **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)***

Consumer Text-to-Win Sweepstakes

Digital/Social Media Activation

Retail Specific Programming



CUSTOM DIE-CUT DISPLAY SIGN

SAVE TIME!
Let AB InBev merchandise your bins.*
Order By: October 28, 2019



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



- 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.
- Results from an AFM funded study showed that demand for Mexican food increases during Big Game² and guac and chips are a popular snack or meal pairing that is social and easy to share³.

HISPANIC MARKET PROGRAM DETAILS

(CA, AZ, TX, Chicago, NY, FL, GA, NC and Washington DC.)

Merchandising

- Small bin with header
- Iron Man Poster

Consumer Savings

ENJOY RESPONSIBLY

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© 2019 Anheuser-Busch, Bud Light® 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. Basket Ring Source: InfoScout. 2. 2018 Cambridge Study, Long Term Strategy, pg 6. 3. 2018 Cambridge Study, Guac & Chips Summary, pg 10.

For bin dimensions, fill capacity and pallet configurations, see page 13-14.

*Contact your Regional Director for details.

All partners and program elements are subject to change.



PORTABLE DISPLAYS

Available to ship: November 1, 2019

ECO-FRIENDLY DISPLAY STAND

18.5"w x 14.5"d x 68"h* (with header)

Fill Capacity: 18 – 8ct. bags of avocados

15 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Display will last up to one year based on normal in-store treatment
- Easy to assemble in less than 10 minutes
- Moisture-resistant laminated board, made to perform at retail
- Taller bottom shelf for complementary items: chips, taco shells or beverages
- Holds four to five 48ct. cases of avocados
- Ships flat
- Optional plastic bag holder (packaged and shipped separately)



PALLET LAYOUT

*Estimated Dimensions



PORTABLE DISPLAYS

Available to ship: November 1, 2019

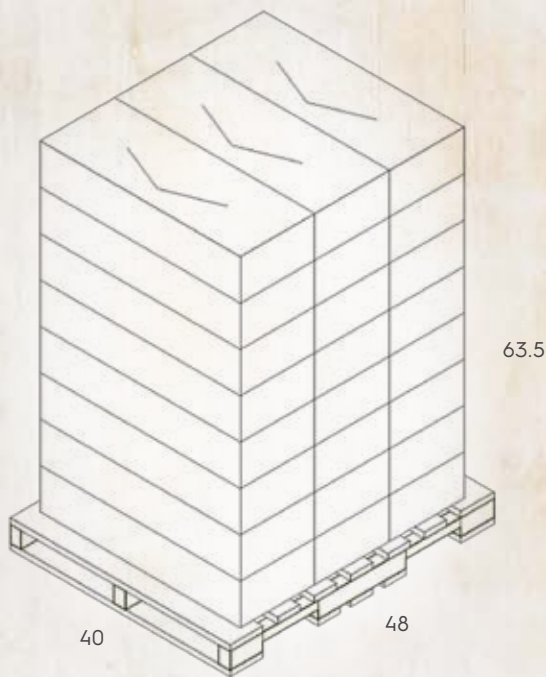
FARMERS MARKET STACKING TRAYS

17.75"w x 15.5"d x 6.13"h*

Fill Capacity: 1 – 48ct. case (per tray)

24 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Shipper includes 10-pack of stacking trays
- Easy to assemble
- Stackable trays can be configured in any needed footprint in-store
- Locking tabs ensure a tight fit and add to a stacking strength
- Excellent product visibility
- Easy to shop and restock



PALLET LAYOUT

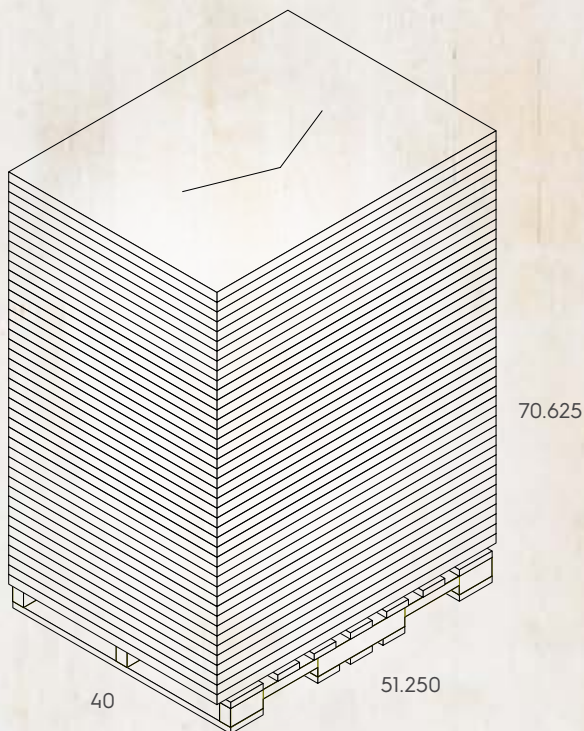
FARMERS MARKET LARGE BIN

36"w x 15"d x 30"h*

Fill Capacity: 3 - 4 – 48ct. cases

42 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Replicates Farmers Market stacking tray appearance
- Brand recognition, using same wood grain texture and color as ECO-display



PALLET LAYOUT

*Estimated Dimensions



PORTABLE DISPLAYS

Available to ship: November 1, 2019

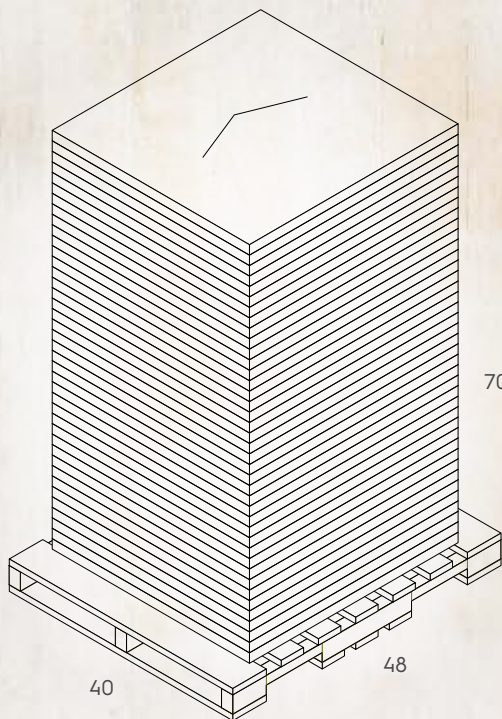
FARMERS MARKET SMALL BIN

21"w x 14"d x 30"h*

Fill Capacity: 2 – 3 – 48ct. cases

40 kits per pallet

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Replicates Farmers Market stacking tray appearance
- Brand recognition, using same wood grain texture and color as ECO-display



PALLET LAYOUT



*Estimated Dimensions





EDUCATION SIGN

Available to ship: November 1, 2019

EDUCATION SIGN FOR FARMERS MARKET BIN

Education Sign: 20"w x 1 1/4"d x 13"h*

- Education sign with ripening bags, education techniques, and AvoGuru Chatbot messaging
- Holds up to 25 ripening bags, ships with 100 total bags
- Ripening bag provides shoppers with tips to make sure their avocados are ready when they are
- AvoGuru Chatbot channel strip drives shoppers online to learn more about avocado usage, providing tips and resources to help shoppers pick, ripen, preserve and serve avocados to meet their needs



EDUCATION SIGN



PORTABLE DISPLAYS

Available to ship: November 1, 2019

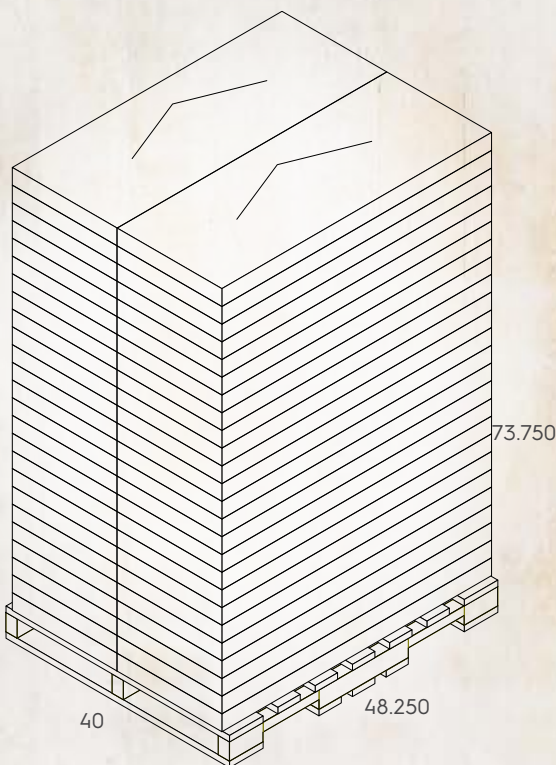
MOLCAJETE BIN

24"w x 24"d x 32"h*

Fill Capacity: 4 – 5 – 48ct. cases

50 kits per pallet

- Innovative display with an eye-catching shape
- Easy to assemble in just a few minutes
- Made from 100% recyclable corrugated material
- Excellent product visibility
- Easy to shop and restock



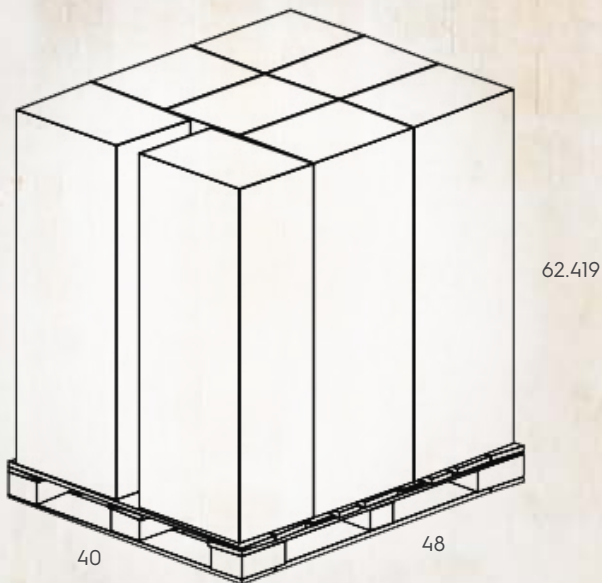
PALLET LAYOUT

AVOCADO BAG STAND

14"w x 16.5"d x 56"h* (with header)

Fill Capacity: 18 – 8ct. bags of avocados
8 kits per pallet

- 2-sided removable header and back graphic panel to easily switch out marketing campaigns
- Efficient footprint supports placement in high-traffic areas to drive impulse sales
- Lightweight, durable and easy to move
- Durable powder coat finish



PALLET LAYOUT



*Estimated Dimensions



DISPLAY DIMENSIONS



SMALL BIN WITH HEADER

Assembled Dimensions*

- 21"w x 14"d x 30"h
- 21"w x 14"d x 40"h with header

Fill Capacity

- 2 – 48ct. cases per bin

Pallet Configuration*

- 43 kits on 48"w x 40"d x 61.375"h
- 43 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 35.375"w x 36.125"d x 1.3125"h



LARGE BIN WITH HEADER

Assembled Dimensions*

- 36"w x 15"d x 30"h
- 36"w x 15"d x 40"h with header

Fill Capacity

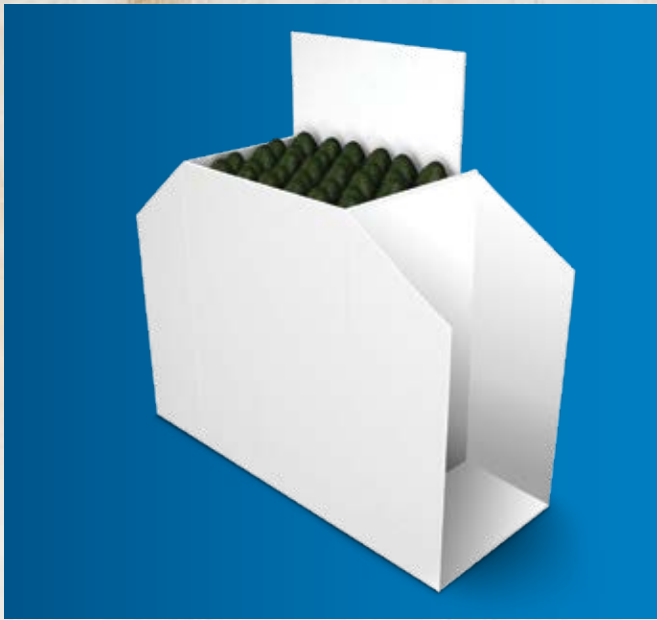
- 3 – 4 – 48ct. cases per bin

Pallet Configuration*

- 36 kits on 40"w x 51.25"d x 61.25"h
- 36 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 38.25"w x 51.25"d x 1.5625"h



SMALL BIN WITH HEADER, SIDE SHELF AND SIDE STACKER

Promotion: Hispanic Heritage & Guac Nation

Assembled Dimensions*

- 40.25"w x 15.75"d x 30"h
- 40.25"w x 15.75"d x 40"h with header

Fill Capacity

- 2 - 3 – 48ct. cases of avocados per bin
- 24 - 5oz. bottles of TABASCO® Sauce per shelf
- 6 - 12ct. cases of BUD LIGHT®

Pallet Configuration*

- 41 kits on 48"w x 40"d x 69"h
- 41 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 46.125"w x 35.625"d x 1.5625"h



SMALL BIN WITH HEADER AND SIDE STACKER

Promotion: Tastiest Tailgate

Assembled Dimensions*

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

Fill Capacity

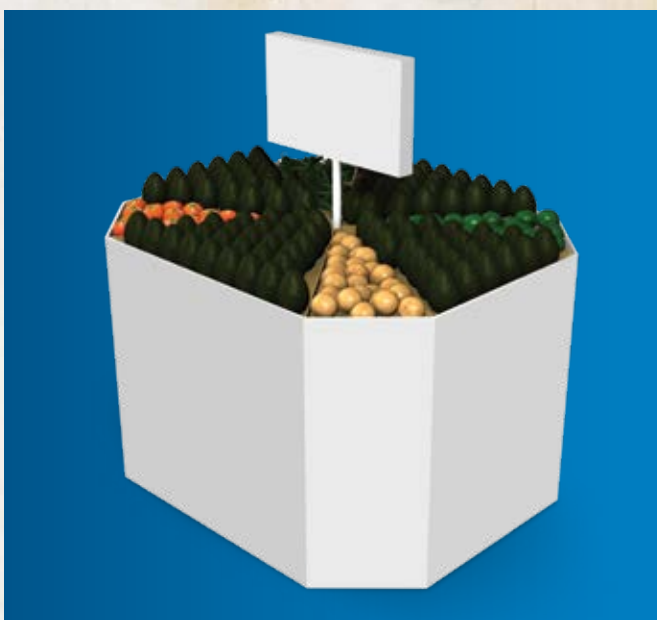
- 2 - 3 – 48ct. cases of avocados per bin
- 6 - 12ct. cases of BUD LIGHT®

Pallet Configuration*

- 48 kits on 48"w x 40"d x 69.5"h
- 48 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 42.3125"w x 35.5625"d x 1.3438"h



PALLET BIN WITH POLE HEADER

Promotion: Guac Nation

Assembled Dimensions*

- 47"w x 37"d x 30"h
- 47"w x 37"d x 45"h with header

Fill Capacity

- 5 - 6 – 48ct. cases of avocados

Pallet Configuration*

- 20 kits on 40"w x 48"d x 90"h
- 20 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions*

- 37.75"w x 48"d x 4.25"h



EDUCATION

ELEVATING EDUCATION WITH DISPLAY MESSAGING

BENEFITS:

- Side panels educate shoppers how to maximize the goodness of every avocado with trusted tips and techniques
- Enables shoppers to understand more effective and efficient avocado techniques that will increase confidence, and encourage action
- The opportunity with avocado education is to improve techniques where users are most likely to feel that fruit is not being wasted, and increase awareness to build value
- Visible when the side shelf or side stacker is removed



EDUCATION SIGN

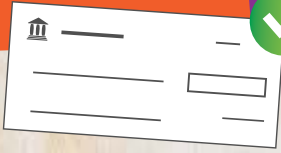


SMALL BIN SIDE PANEL*



NEW

NATIONAL VOLUME INCENTIVE PROGRAM



YOUR CHANCE TO PARTICIPATE!

EARN UP TO \$10,000

by participating in AFM's NEW National Volume Incentive Program.

PERIOD: October 15 - November 30

INCENTIVE 1

Increase volume by **15%**
vs the prior year
and receive
a check for

 **\$2,000** 

INCENTIVE 2

Increase volume by **25%**
vs the prior year
and receive a check
for another

 **\$3,000** 

INCENTIVE 3

Be one of
the top three
volume growth
accounts and receive
a check for an
additional

 **\$5,000** 

Contact your Regional Director to participate

HOW TO PARTICIPATE

PERIOD: October 15 - November 30

1. Choose a two week window within the designated time period provided.
2. Inform your Regional Director at least four weeks prior of your selected two week window if you intend to participate.
3. At the time of entry, provide your Regional Director with a system-generated report of your prior year volume for the same two week window selected.
4. Provide a system-generated report of your volume increase three weeks following the end of your two week window.

Spots are limited, contact your regional director to participate. All entrants must sign the AFM promotional agreement form before participating. Reports provided must be official, "system-generated" documentation (no emails or estimations). Winners will be awarded via check.



REGISTERED DIETITIAN PROGRAM

To encourage in-store education, Avocados From Mexico supplies retail Registered Dietitians around the country with the tools they need to educate shoppers on the benefits of avocados which contain good fats, are nutrient dense and heart healthy.

Barbara Ruhs, MS, RD, LDN
 Nutrition@AvocadosFromMexico.com



TACKLE GOOD NUTRITION DURING FOOTBALL SEASON

Inspire your customers with FRESH avocados to create better-for-you snacking options for game time.

- "FRESH"** is a top attribute that consumers look for in seeking health benefits. Fresh is defining the retail environment.¹
- Fresh Avocados** are a heart healthy fruit. They provide naturally good fats, low in saturated fat, and are cholesterol- and sodium-free.²
- 83% OF FANS SNACK** while watching sports.³
- FRESH & BETTER-FOR-YOU** dietary options, including grilled chicken sandwiches, sushi and gluten-free options are gaining popularity during game time.⁴

1. Mintel, Connected Consumer: 100 Attributes for Professionals | Published from October-September 10, 2015.
 2. Avocados From Mexico, Avocado Nutrition Facts | Published May 2015.
 3. CNN, Super Bowl Appetizer 2016: How to Watch Super Bowl | Published September 10, 2015.
 4. Statista, 2015: Consumers of Fast Food Restaurants | Published July 13, 2016.

For more information, visit AvocadosFromMexico.com

INDULGE IN HEART HEALTHY Avocados on Game Day

THE BIG GAME IS THE #1 AVOCADO CONSUMPTION DAY OF THE YEAR!

- 105 million pounds** of avocados were consumed on Super Sunday in 2018, equal to nearly 3 servings of avocado per person in the U.S.¹
- Homemade guacamole is a delicious way to contribute to fresh fruit intake on game day.²
- Guacamole is a tasty and sodium choice than most other popular game day items like pizza or chicken wings.³
- Fresh avocados provide **na good fats** and are low in satur The American Heart Association recommends replacing "bad saturated fat with "good" unsat fat as part of a healthy eating p
- Avocados are a heart healthy choice f game day and are certified by the American Heart Association.⁴

1. Avocados From Mexico, Avocado Consumption on Super Sunday | Published August 2018.
 2. Avocados From Mexico, Avocado Nutrition Facts | Published May 2015.
 3. The American Heart Association, Dietary Guidelines for Americans | Published 2015.
 4. American Heart Association, Heart-Healthy Fats | Published 2015.

For more information, visit AvocadosFromMexico.com

Power Up Cinco Sales with Avocados

Last year, in 2018, Cinco de Mayo sales showed significant growth, with dollar sales up +11% and unit sales soaring +45% to \$65.9MM - Seize the sales opportunity in 2019!

- A Cinco de Mayo Staple:** Avocados add velvety texture to bold dishes. Naturally delicious, fresh avocados are a heart healthy fruit choice to boost good fats at your next fiesta.¹
- Irreplaceable Ingredient:** 58% of shoppers, in a study conducted by the Hass Avocado Board, say that there is nothing that can replace an avocado in a recipe because of their unique taste and texture.²
- Increase Basket Size:** Eight out of every ten avocado purchases is accompanied by the purchase of at least one other grocery item. The most common incremental purchases include tortilla chips, tomatoes, lemons & limes, onions, cilantro, tortillas, salsa, lettuce and peppers.³
- Build Buzz:** According to the World Avocado Organization (WAO), a European-based organization, the Avocado Forecast 2019 reports: 59% of millennials take pictures of their food before eating, and with hashtags such as #avocadoporn and #avocado gaining millions of followers, the trend is showing no signs of slowing – it goes without saying that avocados are one of the most instagrammable foods out there.⁴

Avocados From Mexico
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For more information, visit AvocadosFromMexico.com

1. Hass Avocado Board, Avocado Nutrition Facts | Published August 2018.
 2. Hass Avocado Board, Avocado Nutrition Facts | Published August 2018.
 3. Hass Avocado Board, Avocado Nutrition Facts | Published August 2018.
 4. World Avocado Organization, Avocado Forecast 2019 | Published January 2019.



NATIONAL NUTRITION MONTH GUIDE

featuring **THE POWER PAIR**
Saving the day with nutrient dense deliciousness!



the incredible egg



SCORE BIG WITH YOUR CUSTOMERS

Download your **NEW** Shopper RD Toolkit now!

Our fall football-themed toolkit is the first of many seasonal-themed digital toolkits coming your way – all designed to help our retailers bring healthy-living strategies to their customers.

Watch for our emails and visit AvocadosFromMexico.com/Trade anytime for even more resources!

[GET YOUR KIT](#)

EMPOWER, ENGAGE AND INSPIRE YOUR CUSTOMERS

BUILD A BETTER BOWL WITH AVOCADOS!

Now at your fingertips – a wealth of professionally-produced resources:

- NUTRITION BROCHURES
- RECIPE CARDS
- INFOGRAPHICS
- SIGNAGE
- DIGITAL ADS
- DEMO TIPS
- AND MORE!

[CHECK IT OUT](#)

GOOD FATS • HEART HEALTHY • NUTRIENT DENSE

FEED YOUR FEEDS. FOLLOW US.

[f](#) [t](#) [i](#) [s](#) [y](#) [e](#)

[SHARE WITH A FRIEND](#)

AvocadosFromMexico.com

Health & Wellness Kits:

Learn more about our printed and digital health & wellness kits for key holiday and seasonal time frames. Our kits provide retailers and retail Registered Dietitians the resources to educate shoppers about the heart healthy benefits of avocados.

RD e-Newsletters:

Retail Registered Dietitians can sign up for Avocados From Mexico’s bimonthly RD e-newsletters. Inside, they’ll find nutrition facts, recipes, social assets and avocado news – all to help spread avocado goodness in stores.

Sign-up for Avocados From Mexico RD e-Newsletters at: MyAvoNutrition.com



◆◆◆ ALWAYS IN SEASON ◆◆◆

Please contact your Avocados From Mexico Regional Director for more information!

WEST COAST & CENTRAL

GREAT LAKES, SOUTH & NEW YORK

EAST COAST

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