



COLLEGE BASKETBALL CHAMPIONSHIPS

March 1 – April 7, 2020 | General Market
 In-Store Date: March 13, 2020
 Partner: Mission®
 Order By: January 24, 2020



TACO TIP OFF OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION

INSIGHTS



88.8% of avocado households have purchased tortillas (pitas, taco shells, wraps) in the past year.¹



The average basket size is **2.6x** greater with tortillas (pitas, taco shells, wraps).²



Total basket size is **\$59.54** with avocados and \$22.50 without avocados.²



Merchandising

- Small bin with header
- Extra-large bin with header
- Custom die-cut display sign
- 11" x 7" display sign



Consumer Savings

ON-PACK IRC

SAVE \$1.50 on two (2) Avocados From Mexico and one (1) package of Mission® Tortillas



Digital/Social Media Activation



Retail Specific Programming



Consumer Text-to-Win Sweepstakes



SMALL BIN WITH HEADER ASSEMBLED DIMENSIONS

21"w x 14.125"d x 30"h
 21"w x 14.125"d x 40"h with header



EXTRA-LARGE BIN WITH HEADER ASSEMBLED DIMENSIONS

47.5"w x 15.0625"d x 30"h
 47.5"w x 15.0625"d x 40"h with header



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11" X 7" DISPLAY SIGN

CUSTOM DIE-CUT DISPLAY SIGN

KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Small Bin + Header + POS		
Extra-Large Bin + Header + POS		

PALLET CONFIGURATIONS

Small Bin with Header

- 51 kits on 48" w x 40" d x 71.938" h
- 51 layers per pallet
- 1 kit per layer (single stacked load)

Extra-Large Bin with Header

- 34 kits on 48.063" w x 39.313" d x 64.55" h
- 34 layers per pallet
- 1 kit per layer (single stacked load)

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 Email: _____

Contact Phone # _____ Contact Fax # _____

Shipping Address: _____

City/State/Zip: _____

Any special delivery instructions we need to be aware of? _____

Delivery Window: _____ Delivery Appointment Needed: _____

Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Trade



◆◆◆ ALWAYS IN SEASON ◆◆◆

All partners and program elements are subject to change.

