

BIG GAME

January 2 – February 2, 2020 | General & Hispanic Market
 In-Store Date: January 15 – February 2
 Partner: BUD LIGHT® and Cholula® Hot Sauce
 Order By: October 28, 2019



GUAC NATION OFFERS 360° SUPPORT TO INCREASE SALES, LIFT AND INSPIRE AVOCADO CONSUMPTION

INSIGHTS



Consumers are buying more avocados during the Big Game season - avocado consumption during the Big Game 2019 showed an increase of 18.8%¹



Basket size with Cholula® Hot Sauce and avocados together is **\$140.24 (annualized)**, avocados alone is \$73.88²



Basket size with BUD LIGHT® and avocados together is **\$110.80 (annualized)**, avocados alone is \$73.84³



Merchandising

Small bin with header and Cholula® Hot Sauce side shelf and BUD LIGHT® side stacker

Two small bins with headers and Cholula® Hot Sauce side shelf and BUD LIGHT® side stacker

Pallet bin with header

Custom die-cut display sign

11" x 7" display sign



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 Cholula® Hot Sauce (5 oz. or larger)*

BEER CODE REBATE

EARN A \$4 REBATE on the purchase of three (3) Avocados From Mexico and one (1) Cholula® Hot Sauce (5 oz. or larger)**

MAIL-IN REBATE

EARN A \$4 REBATE on the purchase of three (3) Avocados From Mexico and one (1) Cholula® Hot Sauce (5 oz. or larger)**



Digital/Social Media Activation



Consumer Text-to-Win Sweepstakes



Retail Specific Programming

SAVE TIME!

Let AB InBev merchandise your bins.*
 Order By: October 14, 2019



PALLET BIN ASSEMBLED DIMENSIONS
 47" w x 37" d x 30" h
 47" w x 37" d x 45" h with header



SMALL BIN WITH HEADER ASSEMBLED DIMENSIONS
 42.25" w x 15.875" d x 30" h
 42.25" w x 15.875" d x 40" h with header



TWO SMALL BINS ASSEMBLED DIMENSIONS
 63.25" w x 15.875" d x 30" h
 63.25" w x 15.875" d x 40" h with header

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. NIELSEN Trend Report. Avocado Category for weeks ending in January 26, 2019 2. Numerator Insights Basket Impact Report for data weeks 8/1/18 to 7/31/19 3. Numerator Insights Basket Impact Report for data weeks 8/1/18 to 7/31/19

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



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11" x 7" DISPLAY SIGN



CUSTOM DIE-CUT DISPLAY SIGN

KIT OPTIONS	QTY	MERCHANDISING/ DISTRIBUTION	SPECIAL INSTRUCTIONS	HEADER OPTIONS
Small bin with header and Cholula® Hot Sauce side shelf and BUD LIGHT® side stacker		<input type="checkbox"/> Direct to Retail <input type="checkbox"/> Through AB InBev		<input type="checkbox"/> Beer Offer <input type="checkbox"/> No Beer Offer <input type="checkbox"/> Texas Only Offer
Two small bins with headers and Cholula® Hot Sauce side shelf and BUD LIGHT® side stacker		<input type="checkbox"/> Direct to Retail <input type="checkbox"/> Through AB InBev		<input type="checkbox"/> Beer Offer <input type="checkbox"/> No Beer Offer <input type="checkbox"/> Texas Only Offer
Pallet bin with header		<input type="checkbox"/> Direct to Retail		<input type="checkbox"/> Beer Offer <input type="checkbox"/> No Beer Offer <input type="checkbox"/> Texas Only Offer

PALLET CONFIGURATIONS

Small Bin

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

Two Small Bins

- 48"w x 40"d x 69.563"h
- 25 kits per pallet

Pallet Bin

- 48"w x 40"d x 90"h
- 20 kits per pallet



Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Trade



◆◆◆ ALWAYS IN SEASON ◆◆◆

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