



# HISPANIC HERITAGE MONTH



POTENTIAL PARTNER

**SEPT 13 – OCT 18, 2020**

**In-Store Date: Sept 13 | Order By: July 16, 2020**  
**Potential Partner: Takis®**

## INSIGHTS & OPPORTUNITIES



Results from a Numerator study showed a **basket ring increase of more than 1.8x** when avocados and Takis® are purchased together<sup>1</sup>.



Build your basket ring with our custom displays designed to feature both Avocados From Mexico and Takis® to encourage impulse purchases.

Proud to honor our own origins, we're celebrating the many flavors of Hispanic heritage in partnership with Takis® via custom displays featuring both **Avocados From Mexico** and **Takis®**. Digital and social support will boost the program, and shoppers will love discovering the intense combination of hot chili pepper and lime from Takis® Fuego® tortilla chips with creamy, delicious avocados all month long.

**Hispanic Heritage Month adds some intense flavor to spice up your sales with our 360° support.**



### IN-STORE ACTIVATION

#### UNIQUE MERCHANDISING

Custom partner bin with Takis® center shelves

### DIGITAL ENGAGEMENT

#### SOCIAL MEDIA ACTIVATION

Paid social posts

Landing page with recipe ideas



#### CUSTOM PARTNER BIN ASSEMBLED DIMENSIONS

- 36"L x 15"W x 30"H
- 36"L x 15"W x 40"H with header

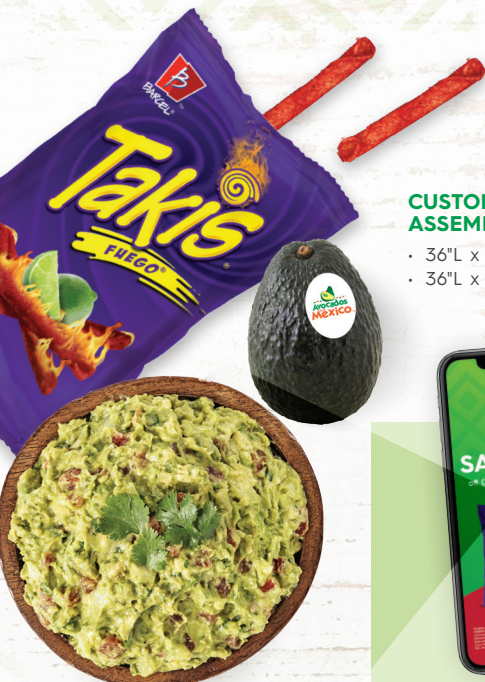
### EXCITING TRAFFIC DRIVERS

#### SAVINGS

**SAVE \$1.00** off two (2) Avocados From Mexico and one (1) Takis® 9.9oz.

#### SWEEPSTAKES

Shoppers can **TEXT FOR A CHANCE TO WIN PRIZES**



Source: 1. Numerator 05/20/2019 to 05/17/2020; Takis® Tortilla chips only during Avocado grocery shopping trips.

Contact your Regional Director for details.

All partners and program elements are subject to change.





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KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Custom Partner Bin with Takis® Center Shelf + Header		

## PALLET CONFIGURATIONS

- 32 kits on 51.375"L x 40"W x 71"H
- 32 layers per pallet
- 1 kit per layer

## RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations.

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/Shopper](https://AvocadosFromMexico.com/Shopper)



◆◆◆ ALWAYS IN SEASON ◆◆◆