



COLLEGE BASKETBALL CHAMPIONSHIPS



INSIGHTS & OPPORTUNITIES

FEB 21 – APR 5, 2021

In-Store Date: Mar 1, 2021 | Order By: Jan 6, 2021
Potential Partner: Mission®

Taco Tip Off offers the full court advantage with our 360° support to help boost your avocado sales.



DID YOU KNOW?

Avocado grocery shopping trips are more valuable with tortillas! \$55.56 total average grocery basket spend with avocados vs. \$94.02 average grocery basket spend with avocados and Mission brand tortillas (pitas, taco shells and wraps).¹



Average avocado basket rings are 1.7x greater with Mission brand tortillas (pitas, taco shells and wraps).²



Take advantage of Taco Tip Off merchandising, bringing instant attention to avocados. As they're adding tortillas to their basket, they'll pick up avocados at the same time.



EXCITING TRAFFIC DRIVERS

CONSUMER SAVINGS
ON-PACK IRC

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



DIGITAL ENGAGEMENT

SOCIAL MEDIA ACTIVATION

Paid social posts
 Landing page with recipe ideas



IN-STORE ACTIVATION

SMALL BIN ASSEMBLED DIMENSIONS

- 21"L x 14.125"W x 30"H
- 21"L x 14.125"W x 40"H with header

EXTRA-LARGE BIN ASSEMBLED DIMENSIONS

- 47.5"L x 15.0625"W x 30"H
- 47.5"L x 15.0625"W x 42"H with header



Sources: 1, 2. Numerator 05/20/2019 to 05/17/2020; Mission brand tortillas includes tortillas, pitas, taco shells, wraps; Avocados shopping trips.

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Contact your Regional Director for details.

All partners and program elements are subject to change.



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POTENTIAL PARTNER

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

PALLET CONFIGURATIONS

Small Bin with Header

- 51 kits on 48"L x 40"W x 71.938"H
- 51 layers per pallet
- 1 kit per layer

Extra-Large Bin with Header

- 34 kits on 48.063"L x 39.3125"W x 64.5"H
- 34 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. 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/Shopper



◆◆◆ ALWAYS IN SEASON ◆◆◆