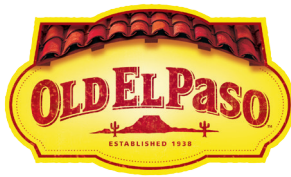




# BRING YOUR FLAVOR GAME



[AvoFan.com](http://AvoFan.com)





# Why Avocados From Mexico and Old El Paso™?

Are you ready to bring your flavor game? For a fourth year in a row, Avocados From Mexico and Old El Paso™ are here to help you bring Big Game flavor to your shoppers' party spreads. Game Day viewers will be strategically making flavor plays of their own as they dig in to a stadium-sized feast built with delicious bites featuring guacamole and Old El Paso™.

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

### Merchandising

Molcajete bin with pole header

Large bin with header

Small bin with header +  
Old El Paso™ side shelves

Pallet bin with pole header +  
Old El Paso™ center shelf

Custom die-cut display sign

11" x 7" display sign

### Retail Specific Programming

### Consumer Sweepstakes

### Consumer Savings

### Digital/Social Media

Paid social posts

Landing page for recipe ideas

### In-Store Radio





# Guac Nation

Program Dates: January 3, 2018 – February 4, 2018

Order Deadline: November 14, 2017

## OBJECTIVE:

Building on the excitement of the Big Game and a strong existing partnership between AFM and Old El Paso™, Guac Nation will fortify the correlation between guacamole and snacking during the Big Game.



Molcajete Bin  
with Pole Header

### ASSEMBLED MOLCAJETE BIN DIMENSIONS

24" w x 24" d x 32" h  
24" w x 24" d x 50" h with header  
Pole Header Dimensions  
10" w x 18" h

### FILL CAPACITY

4-5 - 48ct. cases per bin

### PALLET CONFIGURATION

50 kits on 37.5" w x 48.25" d x 73.75" h  
25 layers per pallet  
2 kits per layer  
(single stacked load)

### KIT OUTSIDE DIMENSIONS

18.75" w x 48.25" d x 2.75" h



Large Bin  
with Header

### ASSEMBLED LARGE BIN DIMENSIONS

36" w x 15" d x 30.5" h  
36" w x 15" d x 40.5" h with header

### FILL CAPACITY

3-4 - 48ct. cases per bin

### PALLET CONFIGURATION

45 kits on 40" w x 51.75" d x 69.69" h  
45 layers per pallet  
1 kit per layer  
(single stacked load)

### KIT OUTSIDE DIMENSIONS

38" w x 51.75" d x 1.44" h



Small Bin with Header  
+ Old El Paso™ side shelves

### ASSEMBLED SMALL BIN WITH HEADER + OLD EL PASO™ SIDE SHELVES DIMENSIONS

32" w x 14" d x 30.5" h  
32" w x 14" d x 40.5" h with header

### FILL CAPACITY

2-3 - 48ct. cases per bin

### PALLET CONFIGURATION

38 kits on 35.56" w x 37.06" d x 69.75" h  
38 layers per pallet  
1 kit per layer  
(single stacked load)

### KIT OUTSIDE DIMENSIONS

35.56" w x 37.06" d x 2.31" h



Pallet Bin with Header  
+ Old El Paso™ center shelf

### ASSEMBLED PALLET BIN WITH HEADER + OLD EL PASO™ CENTER SHELF DIMENSIONS

46" w x 38.5" d x 30" h  
46" w x 38.5" d x 50" h with header

### FILL CAPACITY

10-12 - 48ct. cases per bin

### PALLET CONFIGURATION

50 kits on 37.5" w x 48.25" d x 73.75" h  
25 layers per pallet  
2 kits per layer  
(single stacked load)

### KIT OUTSIDE DIMENSIONS

18.75" w x 48.25" d x 2.75" h



Front



Back

### DISPLAY SIGN

11" w x 7" h



Front



Back

### UNIQUE POS SIGN

21" w x 32.5" h

Contact your Avocados From Mexico Regional Director for more information.

[AvocadosFromMexico.com/Trade](http://AvocadosFromMexico.com/Trade)



# Create • Excite • Sell

## LOOK OF SUCCESS!

Create a fun and eye-catching display using the Tastiest Tailgate bins and POS signage.



◆◆ ALWAYS IN SEASON ◆◆

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