

Extraordinary Opportunities

ARE YEAR-ROUND



2017/2018

Get ready to enjoy a year's worth of enriching opportunities with the #1 selling brand of avocados in the U.S.! Discover what we've dreamed up to make every day amazing for your shoppers and provide you with a complementary menu of inventive meal solutions, strategic partnerships and imaginative promotions. Avocados From Mexico is dedicated to helping you realize the increased category lift you desire all year-round.

AvocadosFromMexico.com/Trade

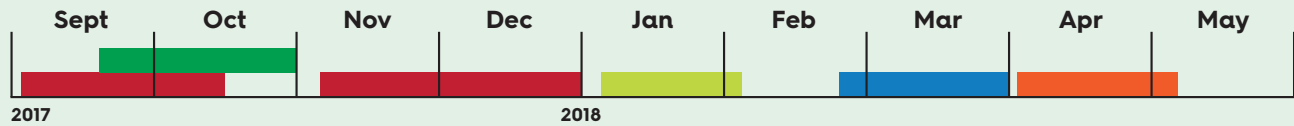


Avocados from Mexico is here to help you speak your shoppers' language. Just as our fresh and flavorful avocados have the unique ability to provide them with a way to brighten their lives and make every day better, our array of promotions and merchandising opportunities are uniquely designed to help you increase basket size, drive conversion and shape shoppers' path to purchase. We have programs built to impact pre-store, in-store and post-store experiences and we are also happy to help you create strategic partnerships customized to fit your specific needs.



2017-2018 Shopper Programs

2017-2018 PROMOTIONAL CALENDAR



Hispanic Heritage
Sept 4–Oct 15

Tastiest Tailgate
Sept 18–Oct 31

Season's Eatings
Nov 10–Dec 31

Guac Nation
Jan 3–Feb 4
BIG GAME

Fanwich
Feb 26–Mar 30

Cinco Delicioso
Apr 2–May 5



Tastiest Tailgate



September 18–October 31, 2017 | General Market
Potential Partner: Dos Equis
Order By: July 10, 2017

To kick off football season, Avocados From Mexico and Dos Equis will place Game Day Over Everything and inspire fans to raise the bar during their tailgating festivities. Along with supplying the ice cold beer, tailgaters will be encouraged to feed the masses with their own customized Guac Bar, allowing game day attendees to treat themselves to their very own tastiest tailgate.

POTENTIAL PARTNER



PROGRAM DETAILS

- **Merchandising**
 - Co-branded large bin with header
 - Co-branded small bin with header
 - Custom die-cut display sign
 - 11" x 7" display sign
- **Consumer Savings**
 - **In-Store IRC**
 - **SAVE \$3** on Avocados From Mexico with the purchase of ONE (1) 12-pack (equivalent or larger) of Dos Equis Lager Especial, Dos Equis Ambar or the CERVEZAS DE MEXICO Variety Pack.*
 - **SAVE \$1** on the purchase of FOUR (4) Avocados From Mexico**
 - **Mail-In Rebate**
 - **Get up to \$4** by mail with the purchase of Avocados From Mexico AND ONE (1) 12-pack (equivalent or larger) of Dos Equis Lager Especial, Dos Equis Ambar or the CERVEZAS DE MEXICO Variety Pack.***
- **Consumer Sweepstakes**
- **Digital/Social Media Activation**
 - Paid social posts
 - Landing page for recipe ideas and promotional support
- **In-Store Radio**
- **Retail Specific Programming**

*For bin dimensions, fill capacity and pallet configurations, see pages 11–12



11" x 7" DISPLAY SIGN



UNIQUE SIGN



LARGE BIN WITH HEADER

©2017 DOS EQUIS® XX Special Lager. Imported by Cervezas Mexicanas, White Plains, NY.

*Min Avocados From Mexico purchase of \$5.01 required (excl. sales tax). Available in AK, AZ, CO, DC, DE, IL, IA, MT, NV, WI & WY

**Available in TX only.

***Min Avocados From Mexico purchase of \$4.01 required (excl. sales tax). Available in AK, AZ, CA, CO, CT, DC, DE, FL, GA, ID, IL, IA, KS, ME, MD, MA, MI, MS, MT, NE, NV, NH, NM, NY, ND, OH, OK, OR, PA, RI, SC, TN, VA, WA, WI & WY. No beer purchase required in AR, HI, KY, MN, MO, NJ, NC, VT, WY

Hispanic Heritage

TOAST TO YOUR

heritage



**September 4–October 15, 2017 | Hispanic Market
Potential Partners: Bimbo® and TABASCO® Sauce
Order By: July 10, 2017**

Hispanic Heritage Month will bring together Avocados From Mexico, Bimbo® bread and TABASCO® Sauce, using the power of each brand's authenticity to develop an integrated shopper marketing program that connects with today's Hispanic mom. Tap into mom's love for food and family gatherings with a high value offer and tasty meal solutions, to make this year's celebrations fun and memorable.

POTENTIAL PARTNERS



PROGRAM DETAILS

• Merchandising

- Small bin with side shelves for partner product
- Co-branded tower bin with header
- Iron man poster

• Consumer Savings

- Offer: Save \$3 with the purchase of any one Bimbo® bread product, any one TABASCO® Sauce product and (2) Avocados From Mexico
- In-store coupon
- Recipe tear pad

• Digital/Social Media Activation

• Retail Specific Programming



**SINGLE UNIT BIN
WITH HEADER**

*For bin dimensions, fill capacity and pallet configurations, see pages 11-12



IRON MAN POSTER

Season's Eatings



November 10–December 31, 2017 | General Market
Order By: August 25, 2017

Avocados From Mexico encourages shoppers to bring the family together this holiday season and, starting with breakfast, gather around the table to enjoy delicious Avo Toast. Families will be encouraged to make everlasting memories during Season's Eatings by adding their own spin on avo toast recipes. Avo toast is the perfect, customizable holiday breakfast solution, fit for any family big or small, wild and rambunctious or quiet and calm.

PROGRAM DETAILS

- **Merchandising**
 - Small bin with custom header
 - Large bin with custom header
 - Custom die-cut display sign
 - 11" x 7" display sign
- **Consumer Savings**
 - Online Coupon
 - Catalina
- **Consumer Sweepstakes**
- **Digital/Social Media Activation**
 - Mini Chefs online video series
 - Paid social posts
 - Landing page for recipe ideas and promotional support
- **In-Store Radio**
- **Retail Specific Programming**

*For bin dimensions, fill capacity and pallet configurations, see pages 11-12



UNIQUE SIGN – FRONT



UNIQUE SIGN – BACK



LARGE BIN WITH HEADER



11" x 7" DISPLAY SIGN – FRONT



11" x 7" DISPLAY SIGN – BACK

Guac Nation



January 3–February 4, 2018 | General & Hispanic Markets
Potential Partner: Old El Paso™
Order By: October 31, 2017

For a fourth year in a row Avocados From Mexico and Old El Paso™ are here to help shoppers bring Big Game flavor to their party spread. 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™.

POTENTIAL PARTNER



PROGRAM DETAILS

General Market Program Details

- **Merchandising**
 - Molcajete bin with pole header
 - Large bin with header
 - Small bin with header
 - Pallet bin with pole header
 - Custom die-cut display sign
 - 11" x 7" display sign
- **Consumer Savings**
 - Offer: Save \$1 when you buy any (1) package of Old El Paso™ Dinner Kits, Tortillas or Taco Shells and (2) Avocados From Mexico
 - Online coupons
 - In-store IRC
- **Digital/Social Media Activation**
 - Co-branded recipe videos
 - Paid social posts
 - Landing page for recipe ideas and promotional support
- **In-Store Radio**
- **Retail Specific Programming**

Hispanic Market Program Details

(CA, AZ, TX, Chicago, NY, FL, GA, N. Carolina and Washington D.C.)

- **Merchandising**
 - Molcajete bin with pole header
- **Consumer Savings**
 - Offer: Buy (3) Avocados From Mexico and save \$1.00 on your produce purchase



MOLCAJETE BIN



UNIQUE SIGN – FRONT

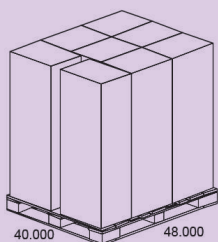


UNIQUE SIGN – BACK

*For bin dimensions, fill capacity and pallet configurations, see pages 11-12

Portable Displays

Portable racks provide a sturdy design to attract consumers to purchase more Avocados From Mexico and promote education on ripening, preparation and usage ideas.



PALLET LAYOUT



AVOCADO BAG STAND

14" w x 16.5" d x 56" h (with header)

Fill Capacity: 18 - 8ct. bags of avocados

- 2-sided removable header and back graphic panel to easily switch out marketing campaigns
- Efficient footprint supports placement in high-traffic areas to drive impulse sales
- Lightweight, durable and easy to move
- Durable powder coat finish



PALLET LAYOUT

ECO-FRIENDLY DISPLAY

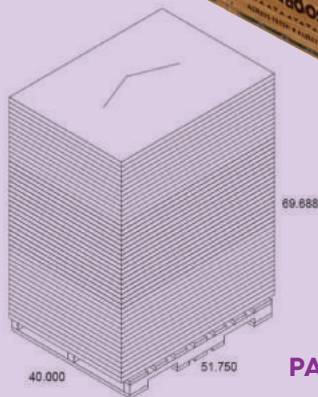
18.5" w x 14.5" d x 68" h (with header)

- Innovative display made from 100% recyclable corrugated material and EcoSmart certified ink
- Display will last up to one year based on normal in-store treatment
- Easy to assemble in less than 10 minutes
- Moisture-resistant laminated board, made to perform at retail
- Taller bottom shelf for complementary items: chips, taco shells or beverages
- Holds four to five 48ct. cases of avocados
- Ships flat
- Optional plastic bag holder (packaged and shipped separately)

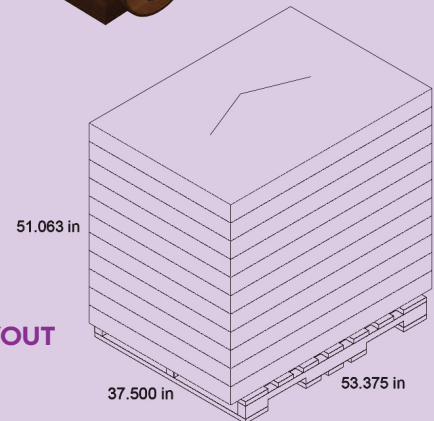
*Estimated Dimensions

Available
Now!

Available
Now!



PALLET LAYOUT



PALLET LAYOUT

FARMERS MARKET LARGE BIN

48" w x 40" d x 30.5" h

Fill Capacity: Three to four 48ct. cases

- Brand recognition, using same wood grain texture and color as ECO display
- Replicates Farmers Market stacking tray appearance
- 100% recyclable—can leverage the eco-friendly logo contingent on no plastic sliders

FARMERS MARKET ROLLING CART

22.75" w x 34" d x 31.5" h

Fill Capacity: Four 48ct. cases

- Made from 100% recyclable corrugated material
- High-density laminated fiber board extends in-store life
- Utilizes existing tooling of the small avocado bin
- Locking casters located under the display allows for ease of positioning in-store
- Utilizes Farmers Market style graphic for a perceived sustainable appearance
- Excellent product visibility
- Easy to shop and restock
- Optional plastic bag holder (packaged and shipped separately)

Portable Displays



MEAT



EGG



CHEESE



DAIRY



COOLER WIRE RACK

18.25"w x 6.4"d x 6.4"h*

Fill Capacity: 12 – 20 avocados depending on fruit size

- Permanent display is durable for long lasting life
- Ease of execution, simply attach to store fixture
- Changeable graphic panel easily switches out for new marketing campaigns
- Lightweight compact footprint, easily used in other areas of the store
- Excellent product visibility
- Reminds shoppers to include avocados in their purchase
- Easy to shop and restock

Educational POS

Avocados From Mexico believes that education at point-of-sale plays an important role in consumer purchase and consumption. By educating consumers on such topics as how to pick an avocado, educational signage can help to overcome barriers to purchase for consumers.

AVOCADO INTERACTIVE SIGN

17" w x 1.75" d x 7" h

- Innovative, fun 3D design simulates various stages of avocado ripeness
- Eye-catching and engaging interactive experience
- Educates customers and inspires impulse purchases
- Durable, washable, high-impact polystyrene for long lasting life
- Versatile hanging design offers flexible in-store fixture implementation



Available
Now!

Display Dimensions



SMALL BIN WITH HEADER

Promotions: Tastiest Tailgate, Season's Eatings and Guac Nation

Assembled Dimensions

- 21"w x 14"d x 30.5"h
- 21"w x 14"d x 40.5"h with header

Fill Capacity

- 2 – 48ct. cases per bin

Pallet Configuration

- 45 kits on 40"w x 48"d x 69.688"h
- 45 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions

- 35.375"w x 37.375"d x 1.4375"h



LARGE BIN WITH HEADER

Promotions: Tastiest Tailgate, Season's Eatings and Guac Nation

Assembled Dimensions

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

Fill Capacity

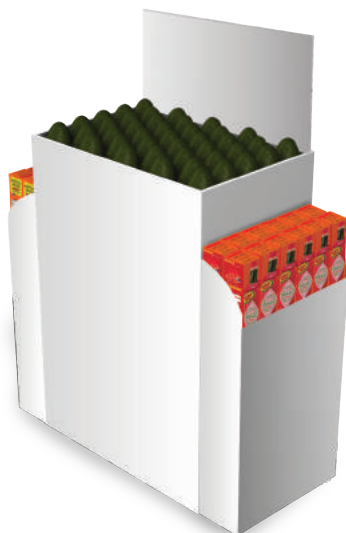
- 3-4 - 48ct. cases per bin

Pallet Configurations

- 45 kits on 40"w x 51.75"d x 69.688h
- 45 layers per pallet
- 1 kit per layer (single stacked load)

Kit Outside Dimensions

- 38"w x 51.75"d x 1.4375"h



SMALL BIN WITH SIDE SHELVES FOR PARTNER PRODUCT

Promotions: Hispanic Heritage

Assembled 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 Configurations

- 38 kits on 35.563"w x 37.063"d x 69.75"h
- 38 layers per pallet
- 1 kit per layer (single stacked pallet)

Kit Outside Dimensions

- 35.5625"w x 37.0625"d x 2.3125"h

Display Dimensions



PALLET BIN WITH POLE HEADER

Promotions: Guac Nation

Assembled Dimensions

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

Fill Capacity

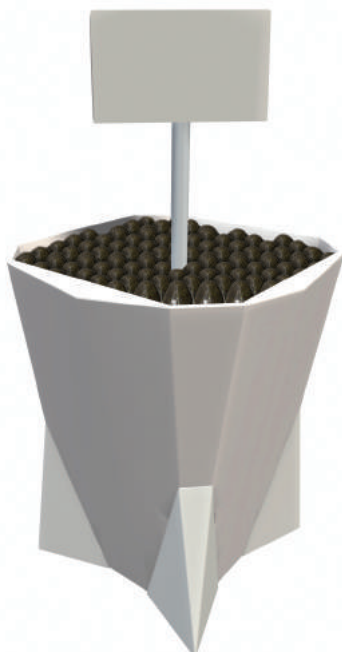
- 10-12 – 48ct. cases per bin

Pallet Configurations

- 13 kits on 40"w x 48"d x 74.375"h
- 13 layers per pallet
- 1 kit per layer (single stacked pallet)

Kit Outside Dimensions

- 35.75"w x 55"d x 4.75"h



MOLCAJETE BIN WITH POLE HEADER

Promotions: Guac Nation

Assembled 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

REGISTERED DIETITIANS PROGRAM

To encourage in-store education, Avocados From Mexico supplies retail registered dietitians around the country with the tools they need to educate shoppers on the benefits of avocados which are loaded with good fats, nutrient-dense and heart-healthy.

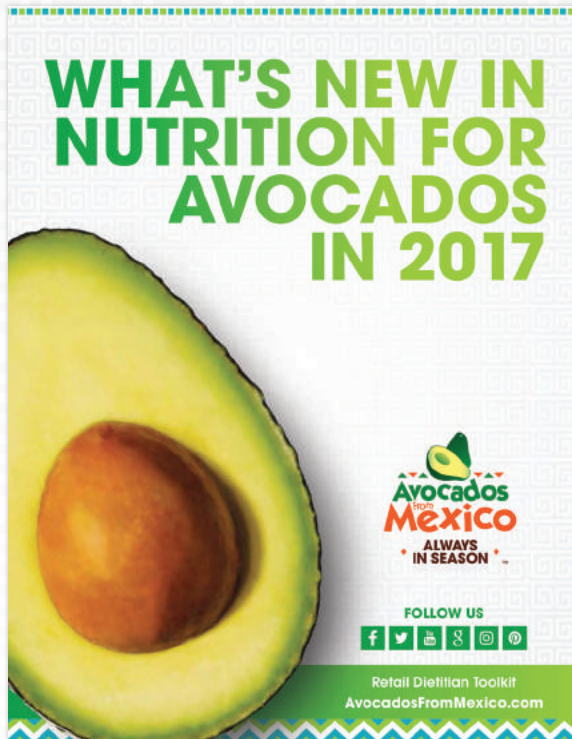


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In-House Dietitian Specialist

- Recipe Cards
- Product Assets





RD e-Newsletters:

Retail registered dietitians can sign up for Avocados From Mexico's bi-monthly RD e-newsletters. Inside, they'll find nutrition facts, recipes, social assets and avocado news—all to help spread avocado goodness in-stores.

Sign-up for Avocado's From Mexico RD eNewsletters at:

AvocadosFromMexico.com/Trade

Avocados From Mexico Promotional Calendar:

Learn all about Avocados From Mexico's seasonal RD programs with our promotional calendar.





ALWAYS
IN SEASON™

Please contact your Avocados From Mexico
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