

FROM  
**FUNDAMENTALS**  
to fantastic



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



# Why Avocados From Mexico?

While shoppers are watching the madness unfold in March, sandwiches make for a meal that's perfect to hold in one hand while you cheer on a team with the other. But what will take your shopper's sandwich from fundamentals to fantastic? GUAC MASHES! During the Fanwich Fanatics program, Avocados From Mexico will provide the perfect solution to spruce up any handheld meal with recipes for delicious guac mashes, toppings and spreads.

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

### Merchandising

- Small bin with header
- Large bin with header
- Custom die-cut display sign
- 11" x 7" display sign

### Retail Specific Programming

### National Retail Display Contest

### Consumer Sweepstakes



### Consumer Savings

### In-Store Radio

### Pre-Sell Retailer Giveaway Contest



# Fanwich

Program Dates: February 26, 2018 – March 30, 2018

Order Deadline: January 2, 2018

## OBJECTIVE:

During the March Madness time period, Avocados From Mexico will inspire shoppers to add guac mashes to any handheld recipe to take the flavor over the top.



Large Bin  
with Header



Small Bin  
with Header



Front



Back

**UNIQUE POS SIGN**  
31" w x 21.5" h

### 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

### ASSEMBLED SMALL BIN 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 69.69" h  
45 layers per pallet  
1 kit per layer  
(single stacked load)

### KIT OUTSIDE DIMENSIONS

35.38" w x 37.38" d x 1.44" h



Front



Back

**DISPLAY SIGN**  
11" w x 7" h

Contact your Avocados From Mexico Regional Director for more information.

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





# Opportunities to Score Big!

## PRE-SELL FANWICH CONTEST

Enter the Avocados From Mexico Fanwich Pre-Sell Contest for a chance to win **BIG!** The more you order, the better chance you have of winning!

### BINS

- 5 entries - order Large Bin Display for all stores
- 3 entries - order Small Bin Display for all stores
- 2 entries - order Large Bin or Small Bin for partial list of stores

### POS

- 2 entries - order at least 2 pieces of POS for all stores
- 1 entry - order at least 2 pieces of POS for partial list of stores



Official rules available at [AvocadosFromMexico.com/Trade](http://AvocadosFromMexico.com/Trade)

Contact your Avocados From Mexico Regional Director for more information

SEAT

ROW

SECTION

365/24/7



## OUR 4<sup>TH</sup> ANNUAL NATIONAL RETAIL DISPLAY CONTEST!

Retailers can win **BIG** by creating a Fanwich display using at least (3) pieces of AFM Fanwich POS or displays and submitting a picture of their creation online at [Fanwich.com/Retail](http://Fanwich.com/Retail).



◆◆◆ ALWAYS IN SEASON ◆◆◆

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One entry per store. Winners will be decided on the sole discretion of AFM and Augustine. Winners will be chosen based on usage of requested AFM Fanwich promotional pieces and overall display look. An entry not meeting the contest criteria requirements or missing information required on the submission form will result in a forfeiture of entry. AFM is not responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of entrants' access to and use of the contest, downloading from, uploading to and/or printing material downloaded from any website associated with the contest; or winners use of the prize. In no event shall the released parties total liability to you for all damages, losses, or course of action. All prizes are provided "as is" without warranty of any kind, either expressed or implied.

\*Partner and program creative elements are subject to change