



Opportunities to Savor Year-Round

2018/2019

Ready to boost basket size, get a category lift, and connect with your customers? Then savor the moment, because the #1 selling brand of avocados in the U.S. is rolling out a year's worth of incredible opportunities. From strategic partnerships to innovative meal solutions to eye-catching promotions, you'll get the support, materials, and inspiration you need to make 2018-2019 a resounding success!

AvocadosFromMexico.com/Trade

All partners and program elements are subject to change.



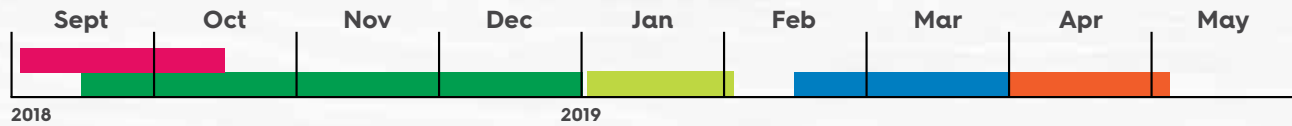
Success You'll Want to Savor!

Avocados From Mexico is making a stronger connection with shoppers at retail with our new "Savor Every Moment" communication platform that is strategically designed to elevate engagement, expand usage, and increase basket size. Focusing on the shopper's path to purchase, our holistic efforts will get avocados on the shopping list and drive impulse purchases in-store. Across all our programs, we will help show your customers how the addition of fresh avocados can turn every meal and every occasion into moments they will savor... All of which will create a year's worth of successful moments you'll want to savor too!

2018-2019 Shopper Programs



2018-2019 PROMOTIONAL CALENDAR



Hispanic Heritage
Sept 3 – Oct 14

Tastiest Tailgate
Sept 16 – Dec 31

Guac Nation
Jan 2 – Feb 3

BIG GAME

Fanwich
Feb 18 – Mar 31

Cinco Delicioso
Apr 1 – May 5



HISPANIC Heritage



PARTNERS



**September 3 – October 14, 2018 | Hispanic Market
Potential Partners: Bimbo® and TABASCO® Sauce
Order By: July 9, 2018**

During Hispanic Heritage Month, we're bringing together three beloved brands — **Avocados From Mexico**, **TABASCO® Sauce** and **Bimbo® Bread** — to create a high value offer that will connect with today's Nueva Latina mom at a moment when her Mexicanity and the role of food as a cultural connection is most relevant. This integrated shopper marketing program will promote delicious and much appreciated meal solutions like avo toast with flavors inspired by countries from Latin America. Mom will be encouraged to savor every moment as she gathers family and friends together to celebrate their rich cultural heritage.

PROGRAM DETAILS

- **Merchandising**
 - Small bin with side shelves for partner product
 - Co-branded tower bin with header
 - Iron man poster
- **Consumer Savings**
 - **SAVE \$2.00** with the purchase of any one (1) Bimbo® Bread product, any one (1) TABASCO® Sauce product and two (2) Avocados From Mexico
 - In-store coupon
 - Recipe tear pad
- **Digital/Social Media Activation**



**SINGLE UNIT BIN
WITH HEADER**

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



**IRON MAN
POSTER**

TASTIEST Tailgate



PARTNER



September 16 – December 31, 2018 | General Market
Potential Partner: Lime-A-Rita®
Order By: August 6, 2018

This year we're encouraging football fans to savor every tailgating moment with **Avocados From Mexico** and **Lime-A-Rita®**. That's right – we're inspiring fans to throw the tastiest, most original, most crowd-pleasing tailgate and homegate feasts ever. Game-winning guacamole and an ice cold Lime-A-Rita® – the ultimate go-to's for any game day celebration!

PROGRAM DETAILS

- **Merchandising**
 - Co-branded small bin with header and side stacker
 - Custom die-cut display sign
 - 11" x 7" display sign
- **Consumer Savings**
 - **Ibotta Digital Rebate**
 - **EARN A \$6.00 REBATE** on the purchase of three (3) or more Avocados From Mexico and one (1) Lime-A-Rita® Family 12-pack or larger*
 - **Mail-In Rebate**
 - **GET UP TO \$3.00** by mail on the purchase of three (3) or more Avocados From Mexico**
 - **Coupons.com Digital Coupon**
 - **SAVE \$.75** on three (3) Avocados From Mexico
 - **Catalina Coupon**
 - Buy three (3) Avocados From Mexico and get one (1) **FREE**
 - **Digital/Social Media Activation**
 - Paid social posts
 - Landing page for recipe ideas and promotional support
 - **In-Store Radio**
 - **Retail Specific Programming**



11" x 7" DISPLAY SIGN

MAIL-IN REBATE HEADER



UNIQUE SIGN

IBOTTA DIGITAL REBATE HEADER



SMALL BIN WITH SIDE STACKER

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

ENJOY RESPONSIBLY

© 2018 Anheuser-Busch, Bud Light Lime Lime-A-Rita® and Berry-A-Rita Flavored Malt Beverages, St. Louis, MO

*VALID STATES: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, NE, NH, NM, NV, NY, OH, OK, OR, SC, SD, TN, VA, VT, WA, WI, WY

**VALID STATES: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, ND, NJ, PA, RI, TX, UT, WV

All partners and program elements are subject to change.

GUAC Nation



January 2 – February 3, 2018 | General & Hispanic Markets
Order By: October 29, 2018

Avocados From Mexico is making it easy for fans to savor every moment of game day fun with one-stop party spread solutions. Eye-catching displays feature all the ingredients they need to make game-changing guacamole and include flavorful recipes that inspire sports fans to create exciting new flavor plays of their own. Game on!

PROGRAM DETAILS

General Market Program Details

- **Merchandising**
 - Molcajete bin with pole header
 - Large bin with header
 - Small bin with header
 - Custom die-cut display sign
 - 11" x 7" display sign
- **Consumer Savings**
 - Ibotta Digital Rebate
 - Coupons.com Digital Offer
- **Digital/Social Media Activation**
 - 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**
 - Small bin with header
 - Iron man poster
- **Consumer Savings**
 - Buy three (3) Avocados From Mexico and **SAVE \$1.00** on your produce purchase

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



SMALL BIN



UNIQUE SIGN – FRONT



UNIQUE SIGN – BACK

PORTABLE Displays

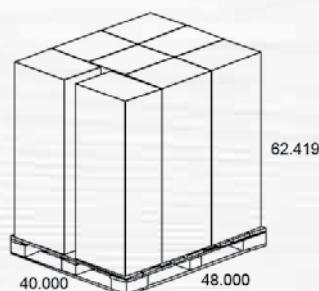


PALLET LAYOUT

PERM ROLLING RACK

22.56"w x 18.8"d x 65"h (with header)

- 2 Pockets – 4.625"w x 2"d x 3.5"h on top shelf for guacamole, taco spices or recipe cards
- Taller bottom shelf for complementary items: chips, taco shells or beverages
- On wheels for easy transportation and secondary location opportunities
- Padded shelves hold approximately 75 lbs. of avocados (est. based on 48 counts)
- Sturdy design made of steel
- Delivered to warehouse preassembled – shipper case outside dimensions are 24.5"w x 17"d x 65"h. Approximate weight 50 lbs.
- Optional plastic bag holder



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



PORTABLE Displays



FARMERS MARKET STACKING TRAYS

17.75"w x 15.5"d x 6.13"h*

Fill Capacity: 1 – 48ct. case (per tray)

- Shipper includes 10-pack of stacking trays
- Easy to assemble. Just insert existing avocado crate into printed tray
- Made from 100% recyclable corrugated material
- Stackable trays can be configured in any needed footprint in-store
- Locking tabs ensure a tight fit and add to a stacking strength
- Excellent product visibility
- Easy to shop and restock



PALLET LAYOUT



51.063 in

PALLET LAYOUT



FARMERS MARKET ROLLING CART

35.63"w x 24.13"d x 38.75"h

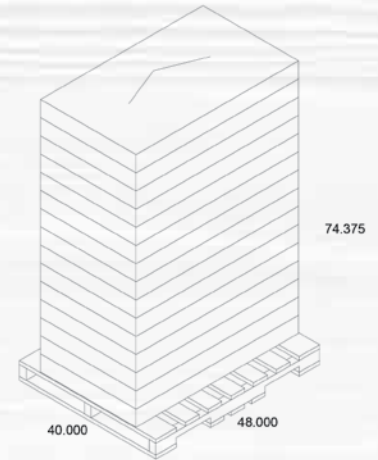
Fill Capacity: 4 – 48ct. cases

- 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)

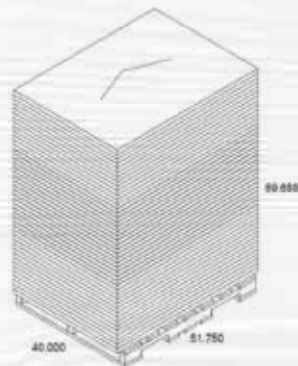
ECO-FRIENDLY DISPLAY

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)



PALLET LAYOUT



PALLET LAYOUT

FARMERS MARKET LARGE BIN

36"w x 15"d x 30.5"h

Fill Capacity: 3-4 – 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

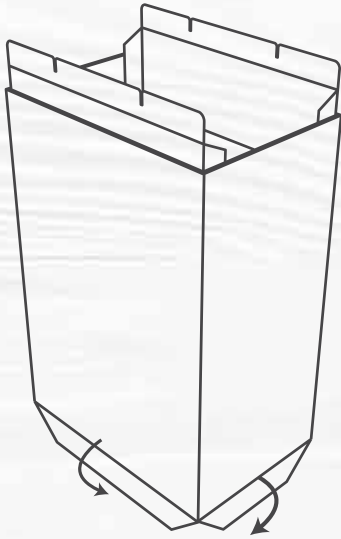
NEW!
EASY-UP
Display



Easy as 1-2-3!

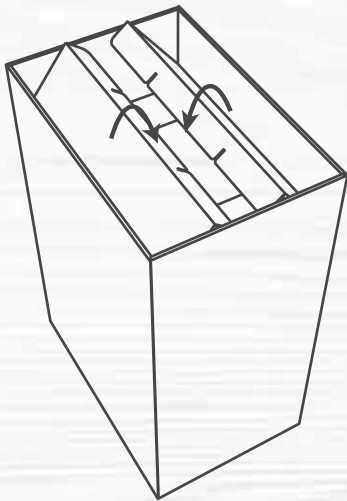
Good news for produce
managers and their teams —
Avocados From Mexico displays
can be set up in 20 seconds or less.

INSTRUCTIONS



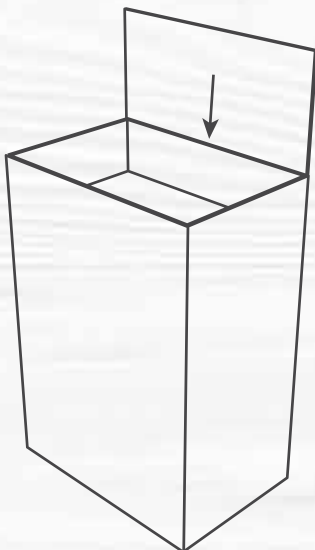
1

**Square up bin by folding
bottom flaps under**



2

**Fold down inside flaps and
slide them into inner supports**



3

**Attach header to the back
of bin and you're done!**

DISPLAY Dimensions



SMALL BIN WITH HEADER

Promotions: Tastiest Tailgate and Guac Nation

Assembled Dimensions

- 21"w x 14"d x 30"h
- 21"w x 14"d x 40"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



LARGE BIN WITH HEADER

Promotions: Guac Nation

Assembled Dimensions

- 36"w x 15"d x 30"h
- 36"w x 15"d x 40"h with header

Fill Capacity

- 3-4 – 48ct. cases per bin

Pallet Configurations

- 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 SIDE SHELVES FOR PARTNER PRODUCT

Promotions: Hispanic Heritage

Assembled Dimensions

- 32"w x 14"d x 30"h
- 32"w x 14"d x 40"h with header

Fill Capacity

- 2-3 — 48ct. cases per bin

Pallet Configurations

- 31 kits on 35.5"w x 37.75"d x 74.75"h
- 31 layers per pallet
- 1 kit per layer (single stacked pallet)

Kit Outside Dimensions

- 35.56"w x 37.06"d x 2.31"h



SMALL BIN WITH SIDE STACKER FOR PARTNER PRODUCT

Promotions: Tastiest Tailgate

Assembled Dimensions

- 31.5"w x 15.75"d x 30"h
- 31.5"w x 15.75"d x 40"h with header

Fill Capacity

- 2-3 — 48ct. cases per bin

Pallet Configurations

- 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

- 35.5"w x 37.5"d x 2.25"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 contain good fats, are nutrient-dense and heart-healthy.

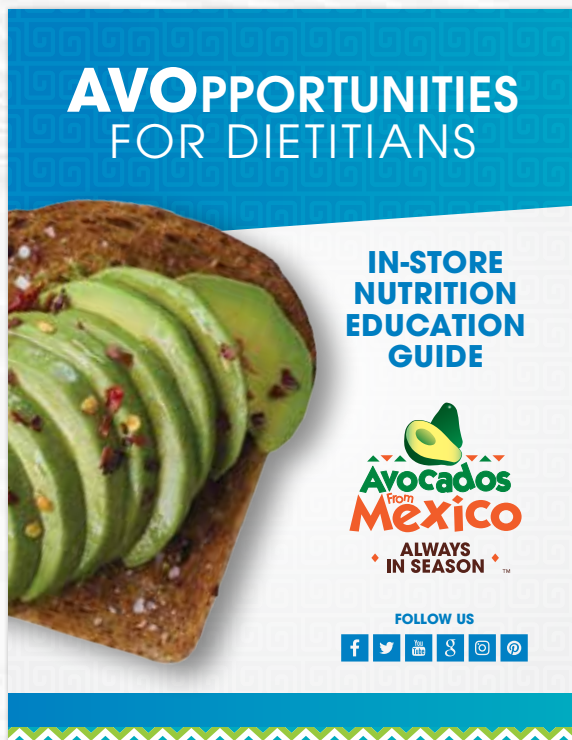


Barbara Ruhs, MS, RD, LDN
barb@avocadosfrommexico.com

In-House Dietitian Specialist

- Recipe Cards
- Product Assets





RD e-Newsletters:

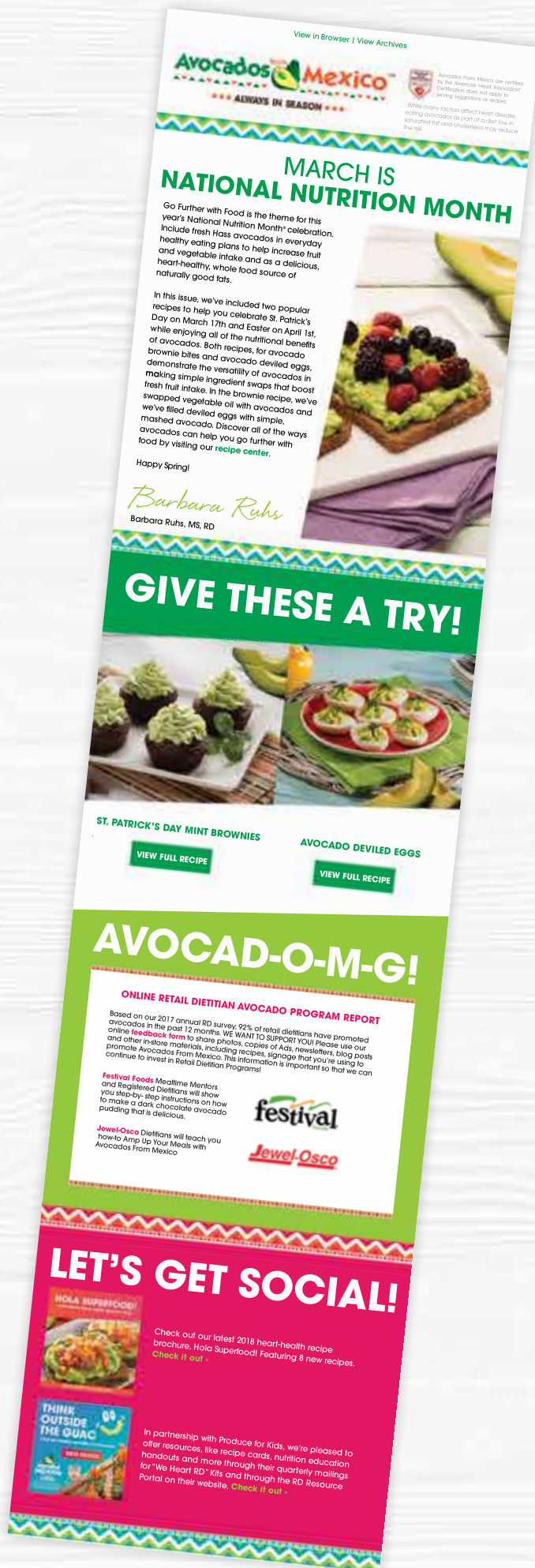
Retail registered dietitians can sign up for Avocados From Mexico's bimonthly RD e-newsletters. Inside, they'll find nutrition facts, recipes, social assets and avocado news — all to help spread avocado goodness in-stores.

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
Regional Director for more information!

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