



ALWAYS A GOOD BOWL

Make *GRONKAMOLE*
for the Big Game

We're helping shoppers "Gronk" their
Big Game parties with **4x Big Game
champion** and ambassador of good
times, **Rob Gronkowski**.

WITH
GRONK



ROB GRONKOWSKI
Pro Football Superstar and Guac Lover

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

AVOCADOS DELIVER GOOD RESULTS



25% INCREASE
IN UNIT SALES

When more avocados are merchandised in a branded AFM display on the produce floor there's a **25% increase** in unit sales¹



15% LIFT
WEEK OF
BIG GAME

Retailers experience an average **15% lift** the week of the Big Game compared to the prior week²



The Big Game is the **largest period of avocado consumption**, making this the easiest business decision you'll make all year³

Sources: 1. GameChanger Merchandising Test. 2. Numerator Trended Metrics Scorecard. L52WE 02/11/2024. 3. NielsenIQ, xAOC, "Total Avocados."

GOOD TIMES WITH GRONK

The best Big Game parties always have **GRONKAMOLE**

Pro football superstar and guac lover Rob Gronkowski will get shoppers Big Game ready with his favorite guac recipe. Gronk will show-off his amazing Buffalo Guac and how to be the MVP of any Big Game party.

GRONK'S BIG GAME STATS

**4X BIG GAME
CHAMPION**

**FREQUENT SPORTS
BROADCASTING ANALYST,**
including during the Big Game

**ESPN WORLD
FAME 100 LIST**
of the most famous athletes
in the world



GRONK'S BIG GAME PLAYBOOK

During the promotion, we'll run three winning plays.

GRONKAMOLE

Gronk's favorite game-winning Buffalo Guac recipe

EXCITING MARKETING CAMPAIGN

Shoppers have a chance to win Gronk-tastic prizes

BIG PR SPLASH

We'll get everyone in on the fun with key media placements



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JAN 7 - FEB 9, 2025

Avocados
From
Mexico
ALWAYS GOOD

ALWAYS A GOOD BOWL



360° SUPPORT *FOR* YOUR STORE

X Instagram Facebook
**SOCIAL
MEDIA**

**DIGITAL
TOOLKIT**

**NATIONAL
PR SUPPORT**

**THEMATIC
PACKAGING**

**AD CIRCULAR
ASSETS**

**BRANDED
BIG GAME DISPLAYS**



**BIG GAME FOOTBALL BIN
WITH HEADER**
24"L x 24"W x 60"H



BIG GAME THEMATIC PACKAGING

To order thematic bag
graphics please contact
your supplier.

ORDERS DUE 10/29/24



DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high-resolution program assets, 3 display ads and 2 social posts.



**Front & Back
DOUBLE-SIDED BIG GAME
DISPLAY SIGN**
11"W x 7"H



**BIG GAME MULTI-SECTIONAL BIN
WITH HEADER**
51.5"L x 24.8125"W x 48"H



**BIG GAME MEDIUM BIN
WITH HEADER**
25"L x 17"W x 40"H



**BIG GAME AVO BOWL BIN
WITH HEADER**
42" x 42" x 54.5"H



GRONK STANDEE
34.56"W 81.74"H
Limited quantities available.

SHOPPORTUNITY
GIVE BIG GAME SHOPPERS AN
OFFER THEY CAN'T PASS UP!

HOW IT WORKS

**BUY 4 AVOCADOS FROM MEXICO®
AND GET \$1.50 CASH BACK**

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DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

KIT 1: Big Game Medium Bin + Header + POS Kit	
KIT 2: Big Game Football Bin + Header + POS Kit	
KIT 3: Big Game Avo Bowl Bin + Header + POS Kit	
KIT 4: Big Game Multi-Sectional Bin + Header + POS Kit	
KIT 5: Big Game Gronk Standee + POS Kit	
Provide Specific Delivery Instructions:	

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 Phone#: _____

Contact Email: _____

Shipping Address: _____

City/State/Zip: _____

ORDER NOW

While supplies last

ASSEMBLED DIMENSIONS

PALLET CONFIGURATION

DISPLAY FILL CAPACITY

**KIT
#1**

**Big Game Medium
Bin + Header**
25"L x 17"W x 30"H
(40"H with header)

- 40 kits on 48"L x 40"W x 67.5"H
- 40 layers per pallet
- 1 kit per layer

2-3 48ct. cases
of avocados
per bin

**KIT
#2**

**Big Game Football
Bin + Header**
24"L x 24"W x 50"H
(60"H with header)

- 40 kits on 48"L x 40"W x 67.5"H
- 40 layers per pallet
- 1 kit per layer

2-3 48ct. cases
of avocados
per bin

**KIT
#3**

**Big Game Avo
Bowl Bin + Header**
42"L x 42"W x 54.5"H
(with header)

- 18 kits on 48"L x 40"W x 74"H
- 18 layers per pallet
- 1 kit per layer

7-8 48ct. cases
of avocados
per bin

**KIT
#4**

**Big Game
Multisectional Bin
+ Header**
51.5"L x 24.8125"W
x 30"H (48"H with
header)

- 8 kits on 48"L x 40"W x 69.13"H
- 18 layers per pallet
- 1 kit per layer

9 48ct. cases
of avocados
per bin

**KIT
#5**

Big Game Standee
34.56"W x 81.74"H

- 44 kits on 40.63"L x 31.75"W x 49"H
- 44 layers per pallet
- 1 kit per layer

N/A

*Estimated dimensions

**BIG GAME
THEMATIC
PACKAGING
WITH REBATE**
To order thematic
bag graphics
please contact
your supplier by
10/29/24.



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