

APR 8 – MAY 5, 2025

CINCO DE MAYO

Avocados
From
Mexico
ALWAYS GOOD

Avocados From Mexico® are at the center of every good Cinco celebration. **Guac Makes the Fiesta** a feast of vibrant authentic flavors. We've got in-store displays and 360° support including social and digital efforts. Order your supplies and get ready to guac this Cinco with big basket ring during this prime avocado time.

360° SUPPORT *FOR* YOUR STORE

Order while supplies last



DIGITAL TOOLKIT

NATIONAL PR SUPPORT

THEMATIC PACKAGING

AD CIRCULAR ASSETS

BRANDED CINCO DISPLAYS



GENERIC MULTI-SECTIONAL BIN
with Thematic Header
51.5"L x 24.8125"W x 48"H



GENERIC MEDIUM BIN
with Thematic Header
25"L x 17"W x 40"H



CINCO MULTI-SECTIONAL BIN
with Thematic Header
51.5"L x 24.8125"W x 48"H



CINCO MEDIUM BIN
with Thematic Header
25"L x 17"W x 40"H



DOUBLE-SIDED CINCO DISPLAY SIGN
11"W x 7"H



CINCO DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high-resolution program assets, 2 sets of 3 display ads ("learn more" and "buy now" button options) and 1-3 social posts.



CINCO THEMATIC PACKAGING

To order thematic bag graphics please contact your supplier.

ORDERS DUE 2/10/25



CINCO MOLCAJETE BIN
with Thematic Header
24"L x 24"W x 42"H

INSIGHTS



AVOCADOS SHOPPERS SPEND 1.9X MORE

Leading up to Cinco de Mayo, shoppers spend 1.9x more on groceries with avocados in the basket than without.¹

10.6 MORE TRIPS

Cinco de Mayo avocado shoppers make 10.6 more trips per year than the average avocado buyer.²



SET THEM UP FOR A GOOD CINCO

Help shoppers set their tables for a good Cinco with fresh Avocados From Mexico and everything that goes with guac—tomatoes, onions, tortilla chips and more—all within easy reach.

Sources: 1. Numerator Shopper Metrics, 04/07/24 to 05/04/24 2. Numerator Shopper Metrics, 06/19/23 to 06/16/24.

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.



DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

KIT 1: Cinco Medium Bin — Thematic Base + Header
+ POS Kit + Digital Toolkit

KIT 2: Generic Medium Bin — Generic Base
+ Thematic Header + POS Kit + Digital Toolkit

KIT 3: Cinco Multi-sectional Bin — Thematic Base
+ Header + POS Kit + Digital Toolkit

KIT 4: Generic Multi-sectional Bin — Generic Base
+ Thematic Header + POS Kit + Digital Toolkit

KIT 5: Cinco Molcajete Bin + Thematic Header
+ POS Kit + Digital Toolkit

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

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

Multi-sectional Bin
+ Header
51.5"L x 24.8125"W x
30"H (48"H with header)

Molcajete Bin + Header
24"L x 24"W x 32"H
(42"H with header)

PALLET CONFIGURATION

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

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

- 50 kits on 48"L x 40"W x 81"H
- 50 layers per pallet
- 2 kits per layer

DISPLAY FILL CAPACITY

2-3 48ct. cases
of avocados
per bin

9 48ct. cases
of avocados
per bin

4-5 48ct. cases
of avocados
per bin

*Estimated dimensions

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