



OCT 1 – 31, 2024

SUSAN G. KOMEN®

Order while supplies last

This October we're putting a ribbon on it for Breast Cancer Awareness Month. As shoppers fill carts with avocados, to support a super good cause, **Avocados From Mexico® will be donating \$100K to Susan G. Komen®.** You too can contribute with this program that asks shoppers to choose good fats for a good cause.



Proud Supporter Of
susan g. komen®
Partner

360° SUPPORT *FOR* YOUR STORE



SOCIAL
MEDIA

DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS

CO-BRANDED
PINK DISPLAYS



SGK MEDIUM BIN
25"L x 17"W x 30"H



DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high resolution program assets, 3 display ads and 1-3 social posts.

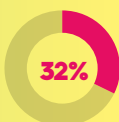


SGK THEMATIC PACKAGING

To order thematic bag graphics **please contact your supplier by 7/15/24.** Estimate quantity needs based on historical bag unit movement in October.

INSIGHTS

MOST COMMON CANCER



Breast cancer is the most common cancer among women in the U.S., accounting for **32% of newly diagnosed cancers.**¹



86%

SHOPPERS CARE

86% of consumers are likely to purchase from purpose-driven companies supporting a cause.²

STAND OUT TO SHOPPERS

Shoppers will notice our eye-catching pink avocado bags and bins when you put them front and center this October.



Source: 1. Komen.org, 2. Givz Blog on Cause Marketing Statistics

Contact your **Avocados From Mexico Regional Director** for details.

All elements, creative and partnerships subject to change.



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ORDER NOW
While supplies last

ASSEMBLED DIMENSIONS & PALLET CONFIGURATIONS

SGK MEDIUM BIN
Holds 2-3 48ct. cases of
avocados per bin

Assembled Dimensions

25"L x 17"W x 30"H

Pallet Configuration

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

**THEMATIC
PACKAGING**
To order thematic
bag graphics,
please contact
your supplier.

**ORDERS DUE
7/15/24**



74% of shoppers said they would **buy more avocados**
if they saw more displays around the store,
and we've got a plan for every floor plan!

Source: 1. AFM Consumer Mindset Study, 2016



DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

SGK Medium Bin + 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: _____

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