



THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF

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ORDER YOUR FILM TODAY!

Gear up for the biggest college football season yet with Avocados From Mexico®—the Official Avocado Brand of the College Football Playoff. Order your themed bags today and get in on the action.



INTENDED USE FOR SUPPLIERS

IN-MARKET DATE: NOV 3, 2025 - JAN 19, 2026

ALWAYS A GOOD PLAY

*WITH THE OFFICIAL AVOCADO BRAND
OF THE COLLEGE FOOTBALL PLAYOFF*

Not only is our MVP bag program set to score big, but it's also part of a robust 360° marketing playbook—from in-store bins to digital support and everything in between!

SHOPPERS CAN SCORE MORE THAN SAVINGS

Our College Football Playoff bag is bringing serious heat. Backed by an unbeatable offer, shoppers can scan the QR code to get \$2 back via Venmo or PayPal—and enter for a chance to win two tickets to the exclusive Avocados From Mexico's Guac Box experience. With game day excitement, this is a can't-miss opportunity to drive winning sales at the register.

HOW IT WORKS



**BUY
THE BAG**



**SCAN
TO GET
STARTED**



**SNAP
A PICTURE OF
YOUR RECEIPT**



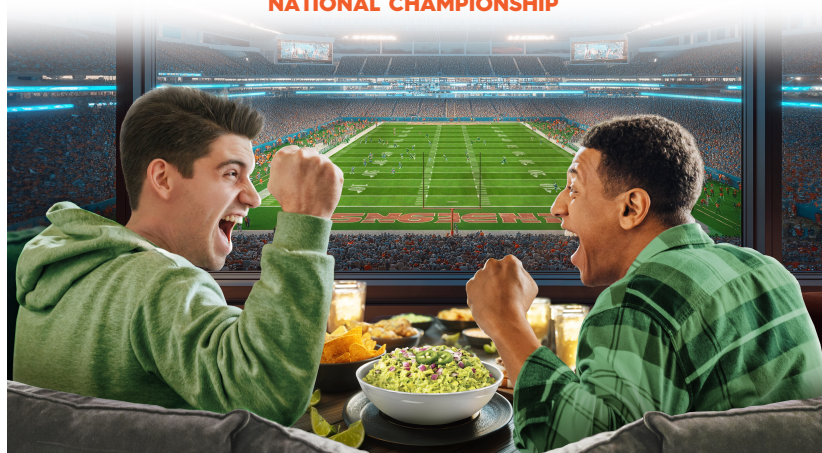
**GET \$2.00
CASH BACK +
A CHANCE TO WIN**

The banner features the Avocados From Mexico logo at the top, followed by a QR code and the text 'GET \$2 CASH BACK WHEN YOU BUY THIS BAG & ENTER TO WIN SUITE TICKETS'. Below this is a large image of a man and a woman cheering at a football game, with a trophy and an avocado in the foreground. At the bottom, it repeats the steps: 'BUY THIS AVOCADO BAG', 'SCAN TO GET STARTED', 'SNAP A PIC OF YOUR RECEIPT', and 'GET \$2 CASH BACK'. A small note at the very bottom states: 'Reimbursement may take up to 7 days via PayPal or Venmo.'

YOUR SHOPPERS COULD WIN TICKETS

TO THE **GUAC BOX** SUITE

AT THE COLLEGE FOOTBALL PLAYOFF
NATIONAL CHAMPIONSHIP



Available **ONLY** for Avocados From Mexico fruit in bags with a minimum of 4-count quantity.

All elements, creative and partnerships subject to change. Bags have a minimum print run of 160K. Film expense not covered by Avocados From Mexico.

TO PARTICIPATE

- ▶ Submit order form and 2023 Weeks 44-52 unit movement report (4-count bags or higher) to AFM by: **8/8/25**
- ▶ AFM to place final order: **8/11/25**
- ▶ Film delivered to suppliers: **9/29/25-10/3/25**

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183mm

people identify as a passionate college football fan, with 50% of them being female.



33%

of fans say Guacamole is a favorite game day snack, which is why during CFP, baskets over-index with tomatoes (2.8X), onions (2.1X) and tortilla chips (1.8X)



\$41

average increase of baskets during the College Football Playoff timeframe.

SOURCE: Circana Mulo W/E 5/8/25, EQ

FAQS

How do I participate?

Get started today! To participate, simply complete the order form and submit your unit movement report.

How will the bag distribution work?

We have you covered. Avocados From Mexico will coordinate production and distribution with the Supplier Main Contact.

How much film will I get?

Avocados From Mexico will weigh the provided unit movement sales on 4-count and higher bag SKUs for the designated weeks and allocate film on a fair share basis among all participating suppliers.

Who pays for the film and who funds the cash back offer?

Participating suppliers will fund the cost of the film and AFM will fund the cash back savings offer.



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Avocados
From
Mexico
ALWAYS GOOD

THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF



FRONT



BACK



FRONT



BACK

SPECIFIC DELIVERY INSTRUCTIONS

SHIPPING INFORMATION

Importer: _____ Contact: _____

Contact Phone#: _____ Contact Email: _____

Requested Bag Quantity (See above on how to estimate): _____

Participating Bag SKU (Avocados From Mexico SKUs only): _____

Preferred Packaging Vendor (i.e. Giro, Sev-Rend): _____

Additional Information (include any details about shipping, etc): _____

Forward both this completed participation form and the unit movement report to
Packaging@AvocadosFromMexico.com

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