



YOUR



STARTS HERE

2025-2026





ON TRACK **FOR** **SOMETHING GOOD**



**Show-stopping National
Programs**

Celebrity Partnership

**Huge College Football
Playoff Sweepstakes**

Shopper Value Offers

**Year-Round Merchandising
Solutions**

**Retail & Importer
Digital Toolkits**



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Regional Directors

SEASONS STACKED *WITH* GOODNESS



Welcome to a fresh year of avocado goodness. From the Big Game to this summer's world soccer championships, Avocados From Mexico brings good times to the table in guac, tacos, burgers and more. Primed for all the key avocado times, our innovative programs are packed with huge giveaways, celebrity partnerships, innovative displays and new digital assets to boost baskets year-round.

THE AVOCADO ADVANTAGE: SMART METHODS THAT BOOST BASKETS

Methods matter when it comes to driving volume. According to a 2025 survey, using coupons to drive planned purchases and displays to drive impulse purchases both contributed to a higher purchase volume.¹



College Football and Big Game

Guac is Always a Good Play for the Big Game and the entire football season. It's the #1 usage for fresh avocados for a very delicious reason.²



Cinco de Mayo

Guac Makes the Fiesta - every time. On tacos, burritos and more, it's always necessary for a good celebration.



Sources 1. Prodege Produce Brand Tracker, FY25, 2. AFM Consumer Shopper A&U Study 2020.

COUNT ON GOOD TIMES AHEAD



Oct 1 – 31, 2025

SUSAN G. KOMEN®

We love supporting a SuperGood® Cause like this. For the 5th year in a row, we're proud to partner with Susan G. Komen® for Breast Cancer Awareness Month in October—and this year, we're donating \$100,000 to support the cause.



Nov 3, 2025 - Jan 19, 2026

COLLEGE FOOTBALL PLAYOFF

As The Official Avocado Brand of the College Football Playoff, this creamy fruit is Always a Good Play. This year, it means great seats too. We're giving away tickets to watch the National Championship Game from our exclusive Guac Box Suite.



Jan 19 – Feb 8, 2026

BIG GAME

The Guac Guru is ready to make predictions on every play from the field to the food this Big Game. He'll be bringing his comedic genius to blend humor, football and avocado goodness to make sure everything shoppers do that day is Always a Good Play.



Mar 2 – Apr 3, 2026

AMERICAN DIABETES ASSOCIATION

We're joining another good cause. With the American Diabetes Association, we'll be seeking to promote diabetes prevention and the good effects that avocados' good fats and fiber can have.



Apr 27 – May 5, 2026

CINCO DE MAYO

From tacos to chips and dip, Guac Makes the Fiesta. We're setting the table with our 360° marketing plan, to help shoppers get ready for a feast of authentic flavors.

**COMING
SOON**

We've got big Guac Goals this summer with a chance for an Ultimate Florida Getaway. **Stay tuned for our summer program reveal.**

OCT 1 – 31, 2025

SUSAN G. KOMEN®

This October, we're reaching shoppers with a SuperGood® cause and **supporting Susan G. Komen® with a \$100,000 donation** to help cure the most common cancer in women.¹ Shoppers care and the vast majority, 86%, are more inclined to buy from companies that care too. Help us share the power of early detection, the importance of scheduling a screening, and build baskets with a SuperGood® cause.

CONNECT WHERE IT COUNTS



EARLY DETECTION SAVES MORE LIVES

Routine mammograms can help save lives by **increasing the chances of successful treatment by up to 25%.**²



STAND OUT TO SHOPPERS

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



SHOPPERS CARE

86% of consumers are likely to purchase from purpose-driven companies supporting a cause.³



A SUPERGOOD® CAUSE

Sources: 1. Komen.org, 2. US Preventive Services Task Force, 2024, 3. Givz Blog on Cause Marketing Statistics.



Proud Supporter Of
susan g. komen.

Partner

A SUPERGOOD® CAUSE



360° SUPPORT FOR YOUR STORE



**SOCIAL
MEDIA**

**DIGITAL
TOOLKIT**

**NATIONAL
PR SUPPORT**

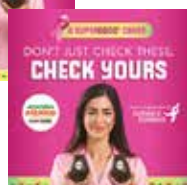
**THEMATIC
PACKAGING**

**AD CIRCULAR
ASSETS**



SGK THEMATIC PACKAGING

These thematic bags are currently **SOLD OUT**. Please contact your supplier for any remaining bags available.



RETAILER DIGITAL TOOLKIT

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

For bag details, see page 18.

All elements, creative and partnerships subject to change.

ALWAYS A GOOD PLAY

We're feeding shoppers a suite reward this fall – fresh guac and a chance to attend the College Football Playoff National Championship Game in the Guac Box Suite. Gear up and get ready to score!



THE OFFICIAL AVOCADO BRAND *OF THE* COLLEGE FOOTBALL PLAYOFF



THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF

Avocados
From
Mexico
ALWAYS GOOD

More than just a seat at the game, the Guac Box Suite is a premium avocado experience at the biggest college football game of the year.



*Get the watch
party started*



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

NOV 3, 2025 – JAN 19, 2026

FALL FOOTBALL

In addition to our Guac Box Suite sweepstakes, we've put together a robust 360° marketing playbook that's set to score—from themed bags with cashback offers to digital support and everything in between!

GUAC DRIVES SALES BEYOND PRODUCE



183M FOOTBALL FANS

Across the country, millions of people identify as passionate college football fans, with **50% of them being female.**¹



FAN FAVORITE GAMEDAY SNACK

35% of fans say guacamole is their favorite way to eat avocados.²



AVOCADOS BOOST BASKETS STOREWIDE

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).²

Sources: 1. Nielsen Media Research, L+SD, EQ, 2. Numerator Basket Analysis: w/e 12/31/2025.



COLLEGE
FOOTBALL
PLAYOFF

Partner

ALWAYS A GOOD PLAY



360° SUPPORT *FOR* YOUR STORE



SOCIAL
MEDIA

DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS



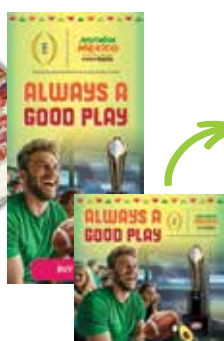
WAVE 1



WAVE 2

FALL FOOTBALL THEMATIC PACKAGING

To order Wave 1 or 2 thematic bag graphics, **please contact your Avocados From Mexico Regional Director for information.**



RETAILER DIGITAL TOOLKIT

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

**ALL SEASON LONG,
SHOPPERS CAN SCORE TOO!**

- ▶ **\$2 CASH BACK** on bagged Avocados From Mexico
- ▶ A chance to **WIN** tickets to the Guac Box Suite at the College Football Playoff National Championship Game
- ▶ **ENTRIES** on every purchase

For bag details, see page 18.

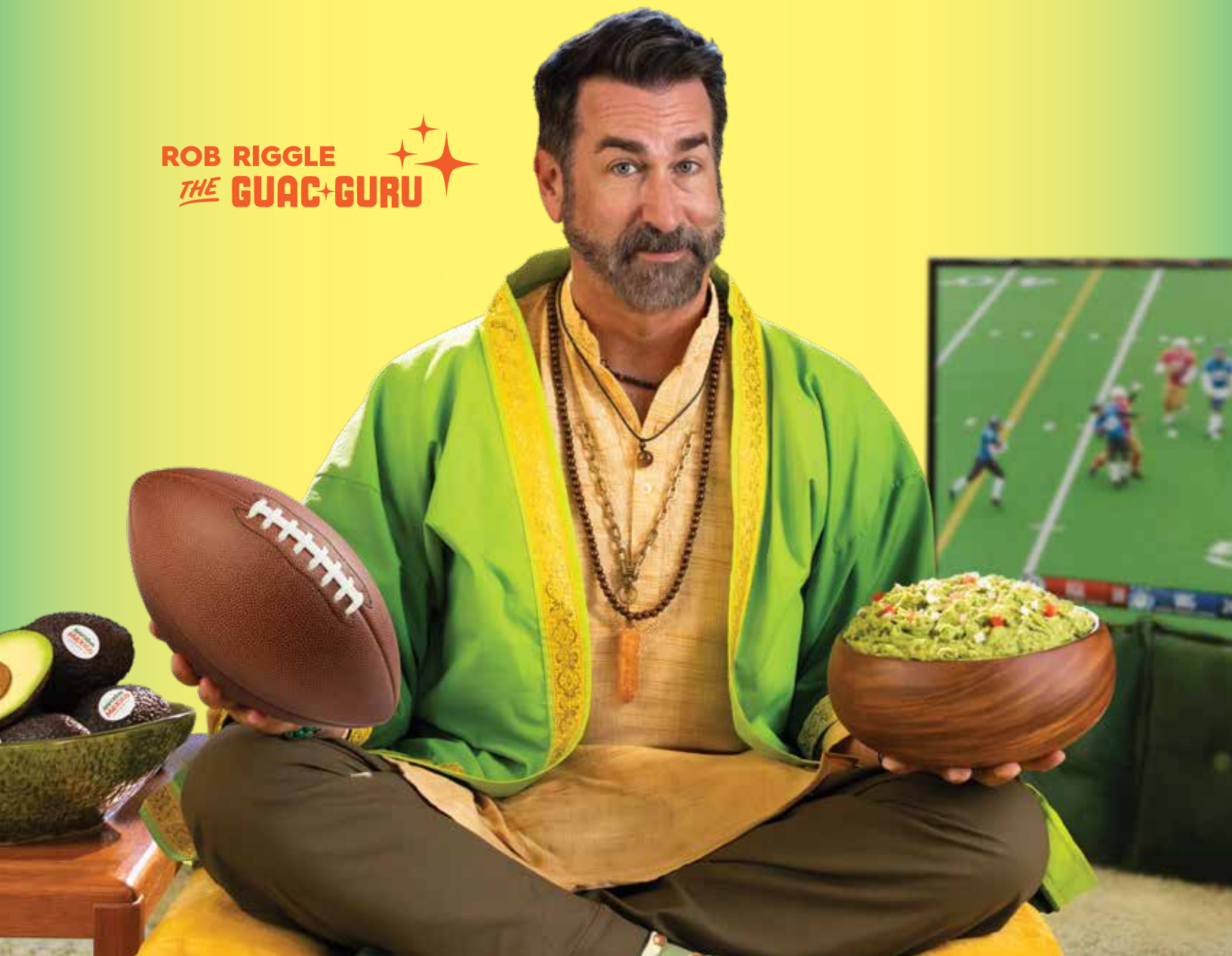
All elements, creative and partnerships subject to change.

FOOTBALL *AND* GUAC

SO PREDICTABLY GOOD

Three out of four Americans watch the Big Game,¹ but only the Guac Guru sees all. **Comedic genius Rob Riggle** will be our expert snack master, giving shoppers all the right answers on everything from the best plays to the best snacks (guac, of course), and pointing droves of fans your way.

ROB RIGGLE
THE GUAC+GURU



PREDICTING BIG PLAYS *AND* EVEN BIGGER FLAVOR

The Big Game is go time for guac.

It's the top avocado occasion of the year,² and with the Guac Guru sparking nationwide excitement, it's also your biggest chance to drive sales.

GAMEDAY PREDICTIONS BIG PLAYS WITH EVEN BIGGER FLAVOR



BIG DIGITAL SPLASH

Robust digital marketing campaign with videos, organic and paid posts, and landing page



AVOCADOS FOR A YEAR

Shoppers have the chance to win a year's supply of avocados from Avocados From Mexico

Scan for a message from the Guac Guru



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

JAN 19 – FEB 8, 2026

BIG GAME

The biggest football game of the year is also the biggest time for avocado lovers. From gameday snacks to party spreads, it's the perfect time to put Avocados From Mexico front and center.

WHERE AVOCADOS WIN BIG



#1 AVOCADO EATING OCCASION

The Big Game delivers the highest HH penetration for avocados for the entire year.²



HUGE U.S. AUDIENCE

Three-quarters of US adults reported watching the Big Game in 2025.¹



94% OF AMERICA WATCHES FROM HOME

81% of those surveyed watched the game at home, and another 13% watched at someone else's home.¹

Sources: 1. Quantilope Big Game Day After Study, 2025, 2. Numerator HH Penetration Index L52 weeks w/e 5/5/2025.



ALWAYS A GOOD PLAY



360° SUPPORT *FOR* YOUR STORE



DIGITAL TOOLKIT

NATIONAL PR SUPPORT

THEMATIC PACKAGING

AD CIRCULAR ASSETS



BIG GAME THEMATIC PACKAGING
To order thematic bag graphics, **contact your supplier by 10/31/25.**



FOOTBALL THEMATIC MEDIUM BIN + BIG GAME HEADER



FOOTBALL THEMATIC MULTISECTIONAL BIN + BIG GAME HEADER



RETAILER DIGITAL TOOLKIT

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

For bag details, see page 18.

All elements, creative and partnerships subject to change.

MAR 2 – APR 3, 2026

AMERICAN DIABETES ASSOCIATION

This March, we're joining the fight for Hispanic health with the American Diabetes Association. Together, we will serve bicultural families a delicious way forward with the SuperGood® fats, fiber and zero sugar in fresh avocados. Celebrated in authentic Hispanic cuisine, avocados are a delicious part of heritage and SuperGood® for supporting health

DIABETES HITS HISPANICS HARDER



HIGHER RISK

Hispanics have a **66% greater risk of developing type 2 diabetes** and, once diagnosed, exhibit worse outcomes than non-Hispanic whites.¹



AFFECTS 11.7%

It is estimated that **11.7% of all Hispanics have been diagnosed** with diabetes.¹



Source: 1. American Diabetes Association.



29% FATALITY RATE

Among Hispanics with diabetes, **29% have died** from it.¹



Partner

SUGAR FREE DOESN'T MEAN FLAVOR FREE



360° SUPPORT *FOR* YOUR STORE



DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS



ADA THEMATIC PACKAGING

To order thematic bag graphics, **please contact your supplier by 12/21/25.**



RETAILER & IMPORTER DIGITAL TOOLKIT

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

For bag details, see page 18.

All elements, creative and partnerships subject to change.

APR 27 – MAY 5, 2026

CINCO DE MAYO

For most shoppers, Guac Makes the Fiesta. Seven out of ten celebrated Cinco with fresh avocados¹, and they'll be coming back for more. During this prime avocado time, put Avocados From Mexico on the front lines for a serious boost in sales.

AVOCADOS DOMINATE CINCO



BIGGEST YEAR FOR BAGS

Cinco bags hit a record high this year, with EQ volume up 14% YOY.²



70% OPT FOR AVOCADOS ON CINCO

45% of shoppers who celebrated Cinco ate guacamole, and another 25% enjoyed avocado in general.¹



GUAC BOOSTS BASKETS

Guacamole ingredients had a boost on Cinco too, with onions (4.6), tomatoes (4.9) and tortilla chips (2.3) all overindexing.³



Sources: 1. Circana Mulo+ w/e 5/11/25, 2. Quantilope Cinco Day After Study, 2025, 3. Numerator Basket Affinity w/e 5/5/2025.



GUAC MAKES THE FIESTA



360° SUPPORT *FOR* YOUR STORE



DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS



CINCO THEMATIC PACKAGING

To order thematic bag graphics, **please contact your supplier by 2/6/26.**



RETAILER & IMPORTER DIGITAL TOOLKIT

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

For bag details, see page 18.

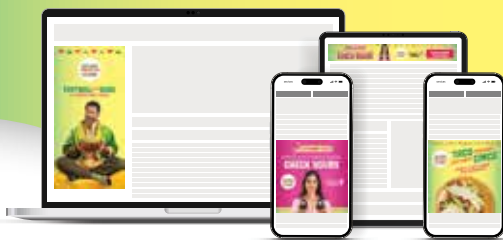
All elements, creative and partnerships subject to change.

RETAILER & IMPORTER DIGITAL TOOLKITS

Volume boosting tools for every program

Our retailer toolkit and now our new importer toolkit are your go-to for a successful season. They're loaded with all the avocado assets you need for **circular ads, social media, ecomm and more.**

Available for all National Seasonal Programs throughout the year!



1

DISPLAY ADS

Two sets of the three most common display ad sizes (300x600, 250x250, and 728x90).

[LEARN MORE](#)

OR

[BUY NOW](#)

2 button options: Direct shoppers to learn more OR take them straight to purchase.



2

SOCIAL MEDIA

1-3 social posts with copy provided and ready to plug-and-play.



3

HIGH-RESOLUTION ASSETS

We'll include logos, bins, bag renders and other program artwork to support your needs. Circular ad? We got you!

Need anything else? Just reach out to your Avocados From Mexico Regional Director

SEAMLESS SHOPPING: THE POWER OF OMNICHANNEL

Increasing shopper engagement through multiple channels with consistent messaging is a powerful way to convert ads into sales and boost those baskets. According to 87% of retailers, **a marketing strategy that integrates multiple channels is essential for success.**

SUCCESS IS IN THE BAG

Bagged or bulk, avocado options matter to shoppers—and recently bags have seen explosive growth in the market.

35%

**BAGS NOW MAKE
UP 35% OF ALL
AVOCADOS SOLD**



↑ 19%

**BAGS RETAIL VOLUME
HAVE INCREASED 19%
SINCE 2022**

Source: CircanaMulo+ w/e 5/18/25, EQ.

**Fall Football Bags
NOV 3, 2025 – JAN 19, 2026**

SHOPPERS CAN SCORE SAVINGS

For every 4 avocados purchased,
shoppers can receive \$2 cash back.



HOW IT WORKS



**BUY
THE BAG**



**SCAN
TO GET
STARTED**



**SNAP
A PICTURE OF
YOUR RECEIPT**



**GET \$2
CASH BACK**



**BAGS FOR
EVERY SEASON**

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.

GOOD WITH EVERYTHING GREAT FOR SALES

From guac to salads, avocados complete the cart

Display Avocados From Mexico with complementary products like tomatoes, onions, cilantro, peppers, tortillas and even tortilla chips for a one-stop-shop solution that fills baskets

44%

of shoppers

are open to browse/
explore.¹ Not having
avocados in the store or
on display could translate
into a lost sale.

THE DISPLAY DIFFERENCE

AFM-branded displays placed throughout the store helped boost sales for those departments, especially meat.



19%



5%



4%



THE MAGIC OF MERCHANDISING

When more avocados are on display, there is a clear lift in avocado units. More avocados on the produce floor yielded a 13% increase in unit sales compared to control stores.

GENERAL DISPLAY



13%
LIFT

AFM DISPLAY



25%
LIFT

Source: GameChanger Merchandising Test.

Key Details: 1. 20 test stores, 4 control stores in DFW market, 2. Displays were built and maintained by GameChanger (vendor), not store employees, 3. Featured product = large Hass avocados (48), 4. 7-week activation period, 5. No promotions supporting feature item during test period.

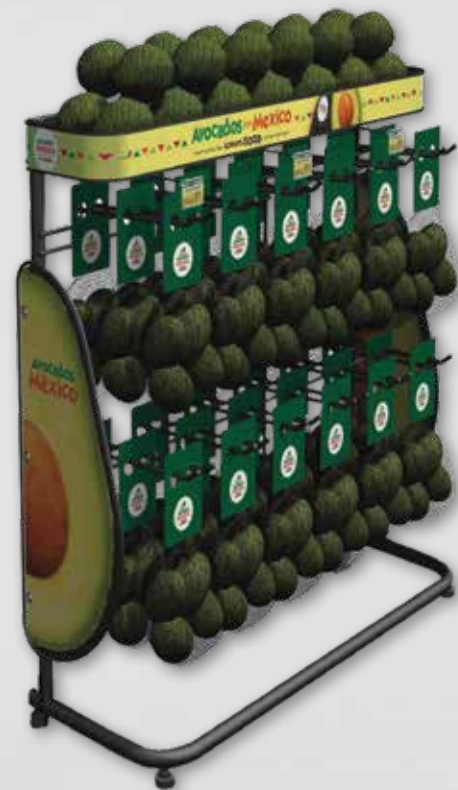
DRIVE GOOD SALES YEAR-ROUND

It's always a good time for Avocados From Mexico
with basket-boosting displays.



PORTABLE RACKS

give shoppers
bagged and bulk
offerings.



1 AVOCADO
BAG STAND WITH
TOP SHELF



PORTABLE DISPLAYS

A year-round solution, these displays are **sturdy, lightweight and easy to move around**, so you can make the most of prime spots in your store.



2 CLIP
STRIP



3 AVOCADO
BAG STAND



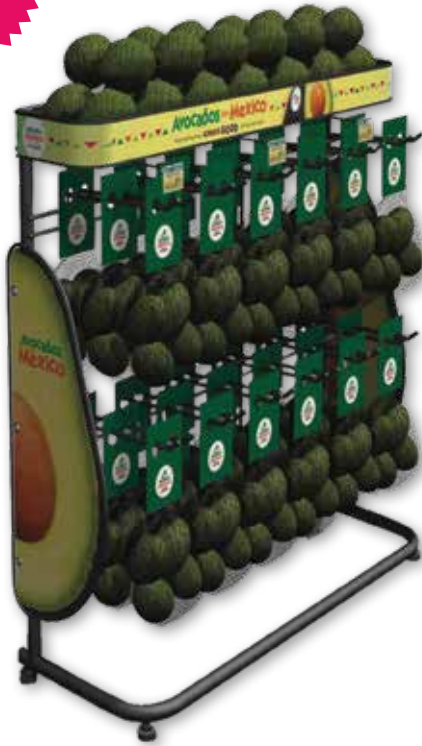
4 BAG & BULK
AVOCADO FLOOR STAND

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

All items
in-stock
and ready
to ship

ORDER WHILE SUPPLIES LAST



1 AVOCADO BAG STAND WITH TOP SHELF

36.9375"L x 13.375"W x 38"H*

Fill Capacity: 36 bags of avocados

- Preferably, merchandise ripe bag avocados in rack
- Graphic side panels and branded channel insert
- Durable powder coat finish
- Merchandising solution with wheels to easily move around store

2 CLIP STRIP

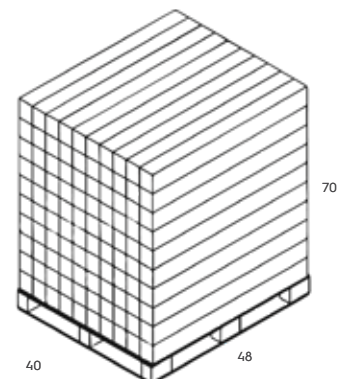
4"L x 4"W x 48.3"H* (with header)

140 kits per pallet

- Easy to install single-sided header graphic
- Installs onto most wire shelf systems
- Durable powder coat finish
- Can easily be installed in prime market locations
- Lightweight and easy to carry



PALLET LAYOUT



ORDER WHILE SUPPLIES LAST

All items
in-stock
and ready
to ship

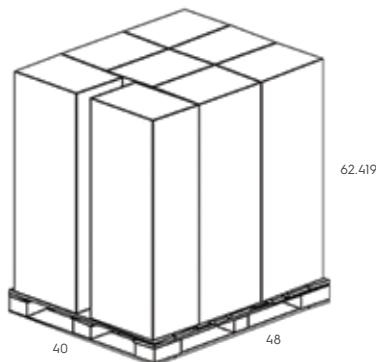


3 AVOCADO BAG STAND

16.75"L x 16.375"W x 56"H* (with header)
Fill Capacity: 18 – 8ct. bags of avocados
8 kits per pallet

- 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

PALLET
LAYOUT

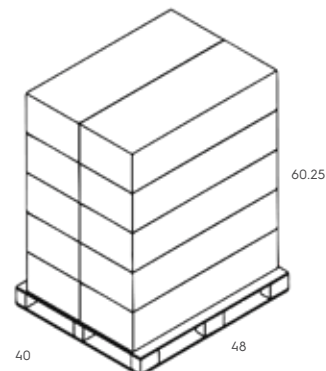


4 BAG & BULK AVOCADO FLOOR STAND

16.625"L x 25.75"W x 61.75"H* (with header)
Fill Capacity: 12 – 4ct. bags of avocados
10 kits per pallet

- 2-sided removable header
- Graphic side panels and wood bins branded with screen printing
- Efficient footprint supports placement in high-traffic areas to drive impulse sales
- Lightweight, durable and easy to move
- Durable powder coat finish

PALLET
LAYOUT



Contact your Avocados From Mexico Regional Director for details.

*Estimated Dimensions

ALWAYS GOOD TO KNOW

Enroll in Avo U

Turn your team into avocado experts for free and online at Avocado University. Conveniently separated into modules **as short as 2 minutes**, this free certification program can be done entirely on your schedule.



Get your free certification at: www.AvoEasy.com

BECOME AN AVOCADO EXPERT WITH FREE CERTIFICATION

Learn our top avocado tips for produce professionals

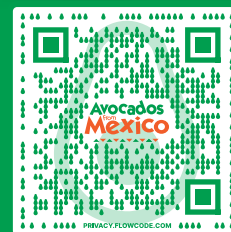
Gain valuable knowledge you can apply directly and immediately to your business,
plus access to:

► Shareable Videos

► Helpful Insider Guides



SCAN ME
to get started with
Avocado University



YOU'LL LEARN ABOUT:

- 1 Blooms, Sizing, Stages of Ripeness
- 2 Avocado Journey to Market
- 3 Avocado Merchandising
- 4 Picking & Avocado Tips
- 5 Why Avocados From Mexico
- 6 Why Partner with Avocados From Mexico
- 7 100% In-Store Fresh Guac
- 8 Shopper Journey Insights

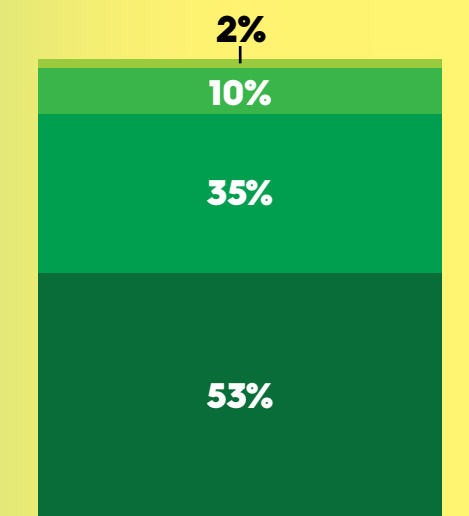
Get your free certification at: www.AvoEasy.com

ALWAYS GOOD TO KNOW

Contact your Avocados From Mexico
Regional Director for details.

All elements, creative and partnerships subject to change.

AVOCADOS ARE A MUST-HAVE FOR SHOPPERS



- A SPECIAL OCCASION
- LAST-MINUTE, UNPLANNED
- FILL-IN TRIP
- REGULAR TRIP TO STOCK UP

Avocados are a staple for most shoppers and the majority planned ahead to purchase.

AVOCADOS ARE A REGULAR STOCK-UP ITEM

82%
of avocado trips
were regular
or stock-up or
replenishment
trips.



Source: Prodege Produce Brand Tracker, FY25.

MEET THE TEAM

The Avocados From Mexico Trade Team
is Here to Help

Offer shopper programs that align
with your retail calendar

Category leaders with key insights
to maximize avocado sales

Help evaluate your individual
business goals and needs

Offer solutions for
best-in-class avocado
merchandising to give shoppers
variety and convenience



*Your trusted team for category
insights and marketing solutions.*



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Contact your Avocados From Mexico Regional Director for details.



Contact your
Avocados From Mexico
Regional Director today



Avocados
From
Mexico
▲▼▲▼▲▼▲▼▲▼▲▼▲▼▲▼
ALWAYS GOOD



AvocadosFromMexico.com

