



GUAC

MAKES THE FIESTA

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.

ORDER NOW!



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

IN-MARKET DATE: APRIL 13 - MAY 5, 2026

GUAC *MAKES THE FIESTA*

Serve Up a Really Good Fiesta with Fresh Avocados From Mexico

This Cinco de Mayo, we're getting this fiesta started with thematic avocado bags and a full 360° marketing plan, including in-store bins, digital support and more.



DELICIOUS SAVINGS FOR SHOPPERS

Guac is always a good idea, especially during Cinco, and savings make it even better. Our thematic bags are loaded with a \$1.50 cashback offer that can put money right into shoppers' Venmo or PayPal accounts. Sending cash to their wallets can send bigger sales to your registers.

HOW IT WORKS



BUY
THE BAG



SCAN
TO GET
STARTED



SNAP
A PICTURE OF
YOUR RECEIPT



GET \$1.50
CASH BACK



70% OPT FOR AVOCADOS ON CINCO

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



Source: 1. Circana Mulo+ w/e 5/11/2025

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 2025 Weeks 15-19 unit movement report (4-count bags or higher) to AFM by: **1/30/26**
- ▶ AFM to place final order: **2/13/26**
- ▶ Film delivered to suppliers: **3/16/26**

ORDER YOUR FILM TODAY!

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Avocados
From
Mexico
ALWAYS GOOD



**GET \$1.50
CASH BACK**
WHEN YOU BUY THIS BAG
Scan to get your offer now

GUAC
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BAGS DRIVE 1/3 OF TOTAL SALES

Bags now make up **35% of all avocados sold.**¹



BIGGEST YEAR FOR BAGS

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



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 5/18/2025, 2. Quantilope Cinco Day After Study, 2025, 3. Numerator Basket Affinity w/e 5/5/2025.

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 cashback offer?

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



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APRIL 13 - MAY 5, 2026



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MAKES THE FIESTA



**DON'T MISS OUT
ORDER THE GOODS!**

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in bags with a minimum of 4-count quantity.



FRONT



BACK

Importer
sticker
goes here



FRONT



BACK

Importer
sticker
goes here

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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