



For most shoppers, Guac Makes the Fiesta. Seven out of ten celebrated Cinco with fresh avocados<sup>1</sup>, and they'll be coming back for more.

During this prime avocado time, put Avocados From Mexico<sup>®</sup> on the front lines for a serious boost in sales.



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

## HUP 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.

## XICO VS GOOD



**HOW IT WORKS** 

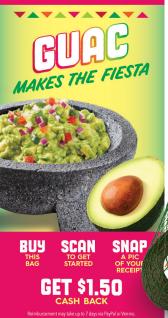


SCAN TO GET STARTED





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.



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

### **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!

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





## BAGS DRIVE 1/3 OF TOTAL SALES

Bags now make up 35% of all avocados sold.<sup>1</sup>



#### BIGGEST YEAR FOR BAGS

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



#### 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.<sup>3</sup>

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.











# ORDER THE GOODS!

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









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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): \_\_\_\_\_\_