



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 12 – MAY 8, 2027

GUAC MAKES THE FIESTA

Serve Up A Solid Cinco With Fresh Avocados From Mexico



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 120K. Film expense not covered by Avocados From Mexico.

HOW TO PARTICIPATE THIS CINCO

- ▶ Submit order form and 2026 weeks 15 to 19 unit movement report (4-count bags or higher) to AFM by: **1/30/27**
- ▶ Suppliers to submit final order quantities and PO's to film vendor by: **2/15/27**
- ▶ Film vendor to deliver film to packing houses by: **3/08/27 - 3/15/27**

ORDER YOUR FILM TODAY!

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BAGS DRIVE 1/3 OF TOTAL SALES

Cinco thematic bag volume **increased 9% versus 2025.**¹



BIGGEST YEAR FOR BAGS

2ND LARGEST CONSUMPTION EVENT
Cinco De Mayo is the second-largest avocado consumption period of the year!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 5/3/2026, 2. Numerator HH Penetration Index L52 weeks w/e 5/5/2025, 3. Numerator Basket Affinity w/e 5/5/2025.

FAQS

How do I participate?

To participate in the program, you must complete the order form.

How will the bag distribution work?

Avocados From Mexico will coordinate distribution with the supplier's main contact. Supplier must submit the order with the preferred vendor.

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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GUAC
MAKES THE FIESTA



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

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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): _____

What retailer(s) are you supporting: _____

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

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