

PREPARE LIKE A PRO

FOR THE BIG GAME



When the Big Game is on, shoppers go big. This season, Avocados From Mexico® is giving fans everything they need to Prepare Like a Pro, with football legend Julian Edelman leading a national campaign built to turn game day excitement into epic retail action.

JULIAN EDELMAN

FROM GAME DAY MVP
TO HOSTING MVP

- ✓ 3X Big Game Champion
- ✓ Big Game MVP
- ✓ One of football's greatest postseason performers



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.



A PRO WHO KNOWS HOW TO WIN

You don't become one of football's greatest postseason performers without knowing how to prepare. This Big Game season, Julian Edelman is bringing his winning mindset to Avocados From Mexico, inspiring fans to elevate every part of game day, from planning the menu to perfecting the guacamole.

Because when the stakes are this big, you don't just host. You Prepare Like a Pro.

THE BIG GAME GAME PLAN



HOW READY ARE YOUR SHOPPERS FOR THE BIG GAME?

The Prepare Like a Pro Readiness Score gives fans quick, avocado-fueled activities that keep them playing, preparing and coming back for more.



MAKE YOUR STORE PART OF THE PLAY

Bring Prepare Like a Pro to life in-store with bold Big Game displays, themed packaging and promotional assets designed to drive avocado action.



SHOPPERS CAN WIN A HOST CHAMPIONSHIP RING

Fans have the chance to earn the ultimate symbol of game day greatness: the Host Championship Ring.

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.



JAN 18 – FEB 14, 2027

MAKE YOUR STORE PART OF THE PLAY

360° SUPPORT *FOR* YOUR STORE



SOCIAL
MEDIA

DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS

BRANDED BIG
GAME DISPLAYS



FOOTBALL
THEMATIC
MEDIUM BIN
+ BIG GAME
HEADER



FOOTBALL THEMATIC
MULTISECTIONAL BIN
+ BIG GAME HEADER



FOOTBALL BIN
+ BIG GAME
HEADER



BIG GAME
THEMATIC
MEDIUM BIN
+ BIG GAME
HEADER



BIG GAME THEMATIC
MULTISECTIONAL BIN
+ BIG GAME HEADER



BIG GAME
THEMATIC PACKAGING

Submit your Big Game
thematic bag order to your
**Avocados From Mexico
Regional Director**
by 11/9/26.



**79.9% PLANNED
TO WATCH**

Nearly 8 in 10 U.S. adults
planned to watch the
2026 Big Game.¹



125.6M VIEWERS

Watched the
2026 Big Game.²



**IMPACTFUL
BIG GAME BAGS**

Themed bags stand
out and provide
eye-catching
displays that grab
shoppers' attention.

Sources: 1. Medill Spiegel Research Center, Northwestern University. Super Bowl Viewing Consumer Behavior 2026. 2. Nielsen. Super Bowl LX Delivers 125.6 Million Viewers. February 10, 2026.

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.



DON'T MISS OUT ORDER THE GOODS!

KIT OPTIONS

QTY

KIT 1: Football Thematic Medium Bin + Big Game Header	
KIT 2: Football Thematic Multisectional Bin + Big Game Header	
KIT 3: Football Bin + Big Game Header	
KIT 4: Big Game Thematic Medium Bin + Big Game Header	
KIT 5: Big Game Thematic Multisectional Bin + Big Game Header	
Provide Specific Delivery Instructions:	

RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations. Please allow 1 week for delivery of POS items.

Retailer: _____

Contact: _____

Contact Phone#: _____

Contact Email: _____

Shipping Address: _____

City/State/Zip: _____

ORDER NOW

While supplies last

ASSEMBLED DIMENSIONS

- KIT #1** Football Thematic Medium Bin + Big Game Header
25"L x 17"W x 30"H (40"H with header)
- KIT #2** Football Thematic Multisectional Bin + Big Game Header
51.5"L x 24.8125"W x 30"H (48"H with header)
- KIT #3** Football Bin + Big Game Header
24"L x 24"W x 50"H (60"H with header)
- KIT #4** Big Game Thematic Medium Bin + Big Game Header
25"L x 17"W x 30"H (40"H with header)
- KIT #5** Big Game Thematic Multisectional Bin + Big Game Header
51.5"L x 24.8125"W x 30"H (48"H with header)



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.