



Avocados
From
Mexico
ALWAYS GOOD

BUILD YOUR
BEST
YEAR
YET!



2026-2027

GOOD THINGS *AHEAD*



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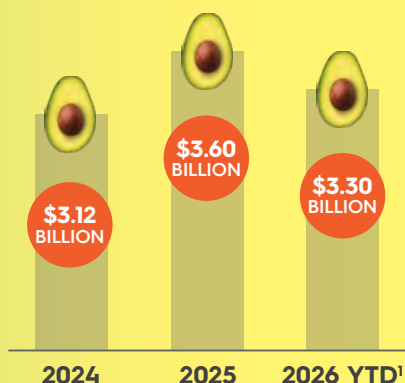


GOOD DEMAND STARTS HERE

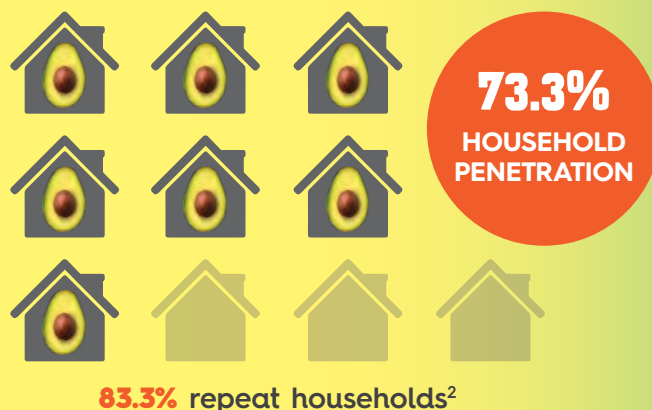


Consumer demand is the foundation of every successful merchandising program. With Avocados From Mexico®, you can build on a category that **continues to attract more shoppers, drive repeat purchases and create year-round opportunities for growth.**

GOING STRONG AVOCADO 3-YR DOLLAR VOLUME



THEY KEEP BUYING



AVOCADOS ARE A STAPLE



66%
OF SHOPPERS
BUY TO KEEP
THEM ON HAND³

THE NUMBERS SPEAK FOR THEMSELVES



SEASONS BUILT FOR GROWTH

Success starts with a strong plan. That's why we deliver a year-round lineup of national programs that help you stay relevant, engage shoppers and maximize opportunities across every season.

2026

NOV

DEC

JAN

FEB

FALL FOOTBALL



Program Dates:
NOV 2, 2026 – JAN 25, 2027

Order Deadline:
SEP 7, 2026



BIG GAME

Program Dates:
JAN 18 – FEB 14, 2027

Order Deadline:
NOV 9, 2026



2027

MAR

APR

MAY

HEALTH & WELLNESS

Program Dates:
MAR 1 – APR 2,
2027

Order Deadline:
DEC 21, 2026



CINCO

Program Dates:
APR 12 – MAY 8,
2027

Order Deadline:
FEB 2, 2027



NOV 2, 2026 – JAN 25, 2027

FALL FOOTBALL

It's officially football season when **Saturdays Start With Guac**. Tailgates, watch parties, rivalry games and bowl season will have shoppers stocking up on avocados and fresh ingredients weekly. Avocados From Mexico turns that demand into bigger baskets, stronger cross-category sales and incremental avocado volume all season long.



GAMES ALL WEEK

Football game watching opportunities are week-long with about 65-95 games televised weekly.



BIGGER PRODUCE BASKETS

When avocados are in the basket, football fans over-index in: tomatoes (5.3x), citrus (4.4x), onions (3.9x) & tortilla chips (2.5x).¹



+47% BIGGER BASKETS

Average basket size increased 47% when avocados were added during football season.¹



Source: 1. Numerator Shopper Comparison | November 2025-January 2026.



SATURDAYS START WITH GUAC



360° SUPPORT *FOR* YOUR STORE



DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS



FALL FOOTBALL THEMATIC PACKAGING

Submit your Fall Football
thematic bag order to your
Avocados From Mexico
Regional Director by 9/7/26.



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 15.

All elements, creative and partnerships subject to change.

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

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





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.

For bag details, see page 15.

All elements, creative and partnerships subject to change.

JAN 18 – FEB 14, 2027

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.



IMPACTFUL BIG GAME BAGS

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



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

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.



MAKE YOUR STORE PART OF THE PLAY



360° SUPPORT FOR YOUR STORE



DIGITAL
TOOLKIT

NATIONAL
PR SUPPORT

THEMATIC
PACKAGING

AD CIRCULAR
ASSETS

BRANDED BIG
GAME DISPLAYS



BIG GAME THEMATIC PACKAGING

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



RETAILER DIGITAL TOOLKIT

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



**BIG GAME
THEMATIC
MEDIUM BIN
+ BIG GAME
HEADER**



**FOOTBALL
THEMATIC
MEDIUM BIN
+ BIG GAME
HEADER**



**FOOTBALL THEMATIC
MULTISECTIONAL BIN
+ BIG GAME HEADER**



**BIG GAME THEMATIC
MULTISECTIONAL BIN
+ BIG GAME HEADER**



**FOOTBALL BIN
+ BIG GAME
HEADER**

For bag details, see page 15.

All elements, creative and partnerships subject to change.

MAR 1 – APR 2, 2027

AMERICAN DIABETES ASSOCIATION

Good Fats. Zero Sugar. No compromises. Avocados offer shoppers a healthy option with no labels to decode or tradeoffs to make. For the second year, Avocados From Mexico and the American Diabetes Association are making it easy to connect with these health-conscious shoppers through a nationally offered thematic bag with built-in savings.



+11% BAG VOLUME GROWTH

ADA thematic bag volume increased 11%, reaching 58.6 million bag equivalents during the program.¹



40.1m AMERICANS HAVE DIABETES

An estimated 40.1 million Americans are living with diabetes.²



115.2m ADULTS HAVE PREDIABETES

More than 115 million U.S. adults have prediabetes, creating broad interest in healthier food choices.²

Sources: 1. Circana MULO +, w/e 4/5/2026, 2. National Diabetes Statistic Report.



Partner

GOOD FATS. ZERO SUGAR.



360° SUPPORT *FOR* YOUR STORE



**DIGITAL
TOOLKIT**

**NATIONAL
PR SUPPORT**

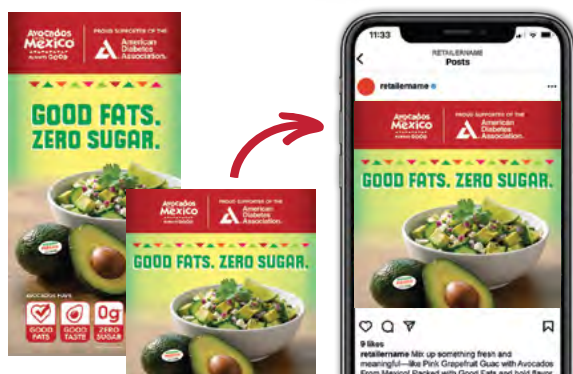
**THEMATIC
PACKAGING**

**AD CIRCULAR
ASSETS**



ADA THEMATIC PACKAGING

Submit your ADA
thematic bag order to your
**Avocados From Mexico
Regional Director by 12/21/26.**



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 15.

All elements, creative and partnerships subject to change.

APR 12 – MAY 8, 2027

CINCO DE MAYO

This Cinco, **Guac Makes The Fiesta**. It's the shared bowl that brings everyone together and turns any gathering into an authentic fiesta. Avocados From Mexico builds anticipation well before May 5 with a memorable campaign designed to extend the selling opportunity from early planning through the final scoop.



+9% YOY GROWTH

Cinco thematic bag volume increased 9% versus 2025.¹



2ND LARGEST CONSUMPTION EVENT

Cinco de Mayo is the second-largest avocado consumption period of the year!²

Sources: 1. Circana MULO+, w/e 5/3/2026, 2. Numerator HH Penetration Index L52 weeks 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

Submit your Cinco thematic bag order to your **Avocados From Mexico Regional Director by 2/2/27.**



RETAILER DIGITAL TOOLKIT

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

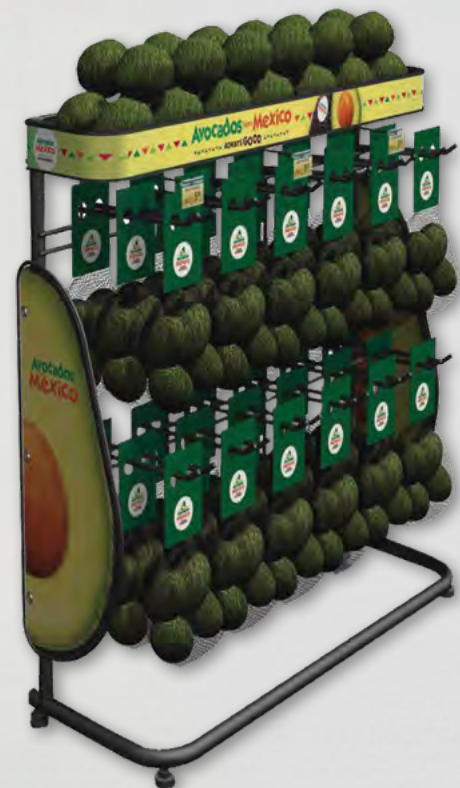
For bag details, see page 15.

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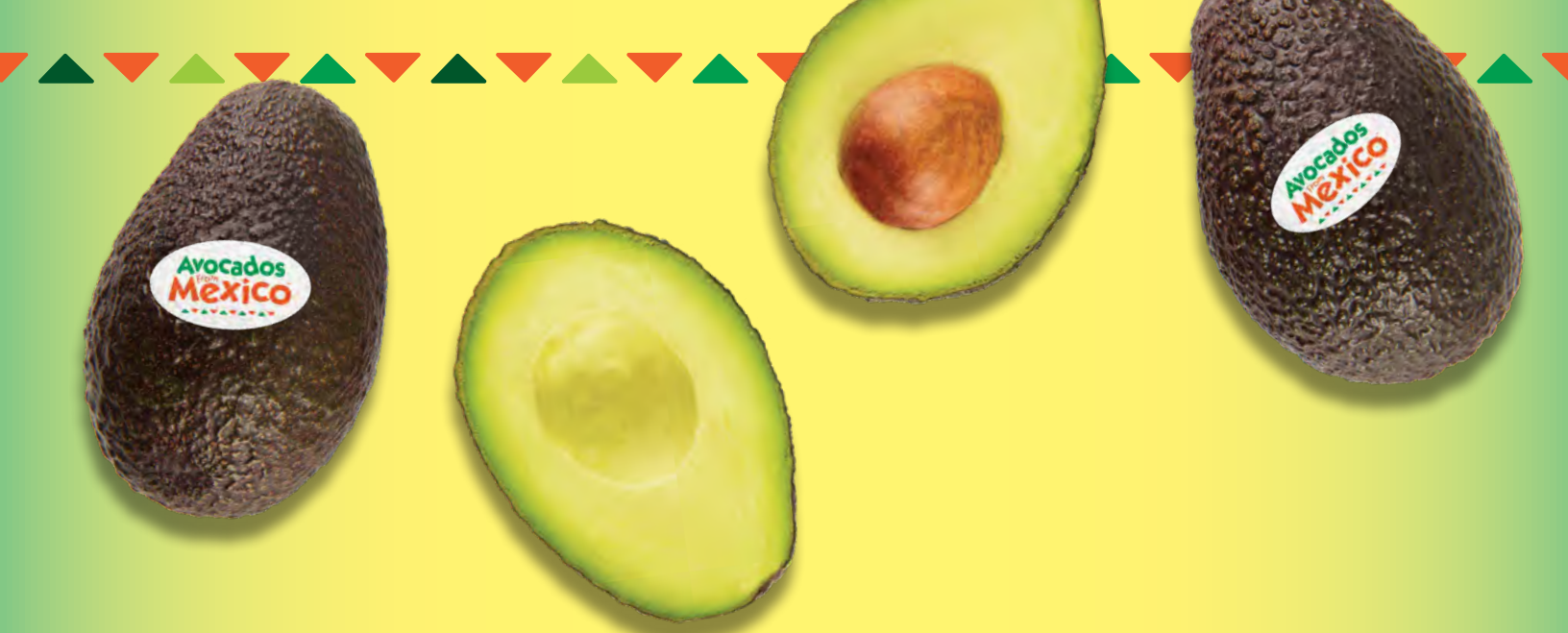
MOVE MORE AVOCADOS

Lightweight and durable, these portable displays help bring avocados to high-traffic areas throughout the store. They also are a great way to bring seasonal themes to get shoppers excited and inspire purchase.

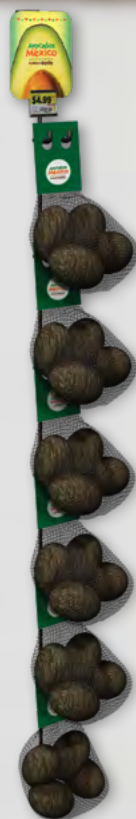
**PORTABLE
RACKS**
give shoppers
bagged and bulk
offerings.



**1 AVOCADO
BAG STAND WITH
TOP SHELF**



Includes education messaging to help consumers feel confident when they buy.



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.

SUCCESS IS IN THE BAG

Bagged avocados make it easy for shoppers to buy more, helping increase basket value while fueling continued category growth.

⬆️ **31%**

RETAIL VOLUME
GROWTH
SINCE FY22



⬆️ **12%**

FY26 YTD
GROWTH

Source: Circana MULO+, L52 w/e 6/14/2026.

Fall Football Bags
NOV 2, 2026 – JAN 25, 2027

SHOPPERS CAN SCORE SAVINGS

Shoppers who purchase these bags can receive \$1.50 cash back.



HOW IT WORKS



**BUY
THE BAG**



**SCAN
TO GET
STARTED**



SNAP
A PICTURE OF
YOUR RECEIPT



**GET \$1.50
CASH BACK**



BETTER BASKET PERFORMANCE

When shoppers buy avocados, they spend more across the store,
creating a significant opportunity to grow total basket value.

AVERAGE BASKET
WITHOUT AVOCADOS¹

\$40.04

AVERAGE BASKET
WITH AVOCADOS¹

\$73.07

\$40.04
INCREMENTAL
BASKET VALUE²

+121%
BASKET LIFT¹



Sources: 1. Circana MULO+, L52 w/e 6/14/2026, 2. Numerator Insights Basket Affinity, L52 w/e 6/14/2026.

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

CONFIDENCE SELLS

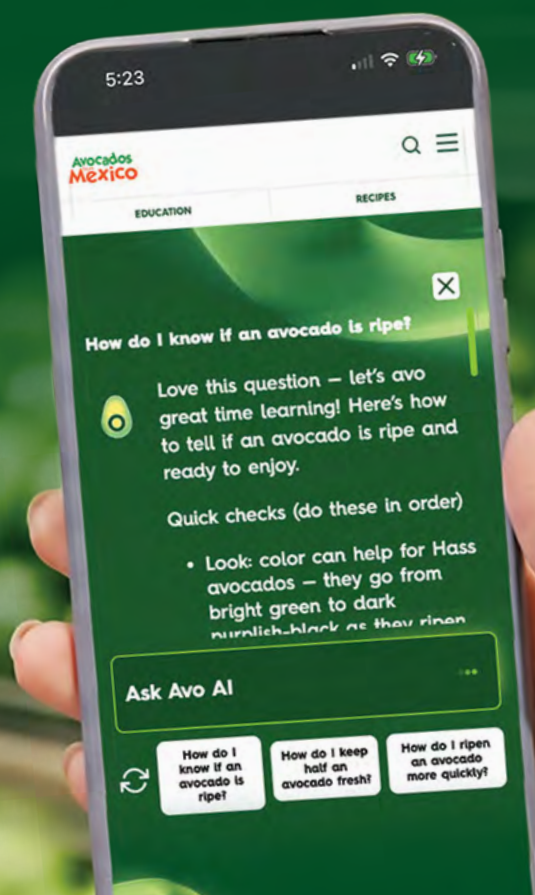
Confident shoppers are more likely to buy. **Avo AI** and **trusted health and nutrition resources** help shoppers make informed decisions that support stronger retail sales.

INSTANT ANSWERS AT THE SHELF

A simple in-store QR code scan **gives shoppers instant answers to virtually any avocado question**, helping them buy with confidence.



SCAN TO GET
ANSWERS



GOOD FATS

TRUSTED NUTRITION

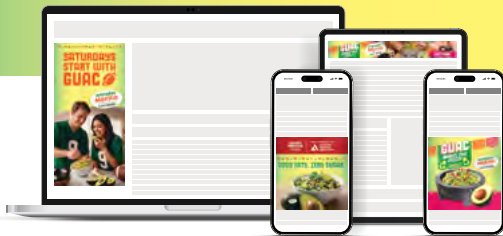
Trusted health and wellness content highlights the nutritional benefits of avocados, from **8g of good fats per serving** to **nearly 20 vitamins and minerals**, making healthy choices easier.



TIME-SAVING TOOLS *FOR* EVERY PROGRAM

Our retailer toolkit and 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.**

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.*



ALFONSO DELGADO

Director, Trade Marketing
adelgado@AvocadosFromMexico.com



TANYA EDWARDS

Regional Key Accounts Director
tedwards@AvocadosFromMexico.com

East Coast



OSCAR GARCIA

Regional Trade Marketing Director
ogarcia@AvocadosFromMexico.com

Central



RYAN FUKUDA

Regional Trade Marketing Director
rfukuda@AvocadosFromMexico.com

West Coast



ERICK CORONADO

Regional Trade Marketing Director
ecoronado@AvocadosFromMexico.com

Contact your Avocados From Mexico Regional Director for details.



Contact your
Avocados From Mexico
Regional Director today



AvocadosFromMexico.com