



SATURDAYS START WITH GUAC

STOCK UP ON SHOPPERS' GAMEDAY AVO-SSENTIALS

Guac gets Saturdays, and sales, going for shoppers all college football season long. Get ready for a basket boost every gameday with Avocados From Mexico®.

**ORDER YOUR
FILM TODAY!**



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships are subject to change. Bags have a minimum print run of 120K. Film expense not covered by Avocados From Mexico.

IN-MARKET DATE: NOV 2, 2026 - JAN 25, 2027

FILL UP ON FANS' AVO FAVORITES



Avocados From Mexico are your winning play for bigger baskets this college football season. Build a strong line-up with thematic avocado bags, plus our digital and social activations and more to keep shoppers coming back.

SHOPPERS CAN SCORE GAMEDAY SAVINGS

The win's in the bag for shoppers. Each one offers a \$1.50 cashback reward, paid directly to their Venmo or PayPal account, giving them even more reason to avo up for every watch party.

HOW IT WORKS



BUY
THE BAG



SCAN
TO GET
STARTED



SNAP
A PICTURE OF
YOUR RECEIPT



GET \$1.50
CASH BACK



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

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TO PARTICIPATE

- ▶ Submit order form and 2025 weeks 44 to 52 unit movement report (4-count bags or higher) to AFM by: **8/24/26**
- ▶ Suppliers to submit final order quantities and PO's to film vendor by: **9/7/26**
- ▶ Film vendor to deliver film to packing houses by: **9/28/26 - 10/12/26**

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BAGS INCLUDE
\$1.50 CASHBACK
SAVINGS OFFER



COLLEGE FOOTBALL FANS ARE HUNGRY FOR AVOS



79% CFB FANS

are more than
just casual fans.¹



AVOCADOS SELL MORE

College football fans baskets over-indexed in tomatoes (5.3x), onions (3.9x), citrus fruits (4.4x), & tortilla chips (2.5x) when avocados were present.²



BASKETS GREW 47%

College football fans' average basket size increased 47% when avocados were added during the season.²

Sources: 1. Quantiloop, Fall Football 2025, 2. Numerator Shopper Comparison | November 2025 - January 2026.

FAQS

How do I participate?

Get started today! To participate, complete the order form and submit your unit movement report.

How will the bag distribution work?

All you need to do is ask. Each supplier must formally submit their order quantity and specify which AFM thematic bag preferred through Giro (or their preferred vendor).

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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NOV 2, 2026 - JAN 25, 2027



**SATURDAYS
START WITH
GUAC**



**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 Supplier Packaging Vendor (i.e. Giro, Sev-Rend): _____

What retailer(s) are you supporting: _____

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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