



FOOTBALL *AND* GUAC

SO PREDICTABLY GOOD

The Big Game is predictably big business and nobody makes it easier to win with shoppers than Avocados From Mexico®. This year, **comedic genius Rob Riggle takes center stage as the Guac Guru**, serving as shoppers' ultimate snack master. He's delivering laughs, giving them all the right answers and pointing them straight toward the guac.

So give fans what they want with fresh Avocados From Mexico in your store, perfectly merchandised in Big Game bins that drive traffic and incremental sales.

ROB RIGGLE
***THE* GUAC+GURU**



Contact your Avocados From Mexico Regional Director for details.

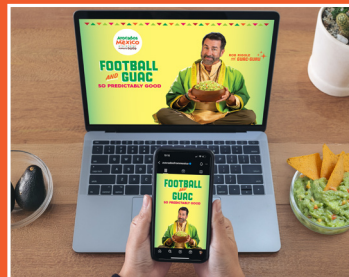
All elements, creative and partnerships subject to change.

PREDICTING BIG PLAYS *AND* EVEN BIGGER FLAVOR

The Big Game is go time for guac.

It's the top avocado occasion of the year,² and with the Guac Guru sparking nationwide excitement, it's also your biggest chance to drive sales. Lock in your bins now to make sure your store is ready for the avocado rush.

CHECK OUT THE FULL GAME DAY PROGRAM



BIG DIGITAL SPLASH

Robust digital marketing campaign with videos, organic and paid posts, and landing page



AVOCADOS FOR A YEAR

Shoppers have the chance to win a year's supply of avocados from Avocados From Mexico

I SEE HUNGRY FANS IN STORES...

Meet the
Guac Guru



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JAN 19 – FEB 28, 2026

GET YOUR BIG GAME BINS

The Big Game means big sales. From tailgate bites to party-size guac, shoppers are ready to stock up. Make sure they find fresh Avocados From Mexico in your store with bins that turn excitement into sales.

PUT FLAVOR ON THE FIELD



#1 AVOCADO EATING OCCASION

The Big Game delivers the highest HH penetration for avocados for the entire year.²



HUGE U.S. AUDIENCE

Three-quarters of US adults reported watching the Big Game in 2025.¹



94% OF AMERICA WATCHES FROM HOME

81% of those surveyed watched the game at home, and another 13% watched at someone else's home.¹

Sources: 1. Quantilope Big Game Day After Study, 2025. 2. Numerator HH Penetration Index L52 weeks w/e 5/5/2025

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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

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

PALLET CONFIGURATION

DISPLAY FILL CAPACITY

KIT #1

Football Thematic Medium Bin + Big Game Header
25"L x 17"W x 30"H
(40"H with header)

- 40 kits on 48"L x 40"W x 67.5"H
- 40 layers per pallet
- 1 kit per layer

2-3 48ct. cases of avocados per bin

KIT #2

Football Thematic Multisectional Bin + Big Game Header
51.5"L x 24.8125"W x 30"H
(48"H with header)

- 8 kits on 48"L x 40"W x 69.13"H
- 18 layers per pallet
- 1 kit per layer

9 48ct. cases of avocados per bin

*Estimated dimensions



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